



THE BEND MOTORSPORT PARK DONATION / SPONSORSHIP REQUEST			
Request Type:	<input type="checkbox"/> Sponsorship <input type="checkbox"/> Donation <input type="checkbox"/> Other:		
Entity Name		ABN:	
Entity URL			
Address			
Contact Details	Name:		Phone:
	Contact Email:		
Description of services provided and community served:			
Name and Description of Event or Activity requesting support:			
Date of Activity		through to:	
Anticipated Number of Participants:		Spectators:	
Name and Description of Event or Activity requesting support:			
Sponsorship or Donation Sought			
Benefits Offered			

GUIDELINES FOR SPONSORSHIP OR DONATION

The Bend Motorsport Park are keen to support many good causes, however there is a practical limit which requires us to assess requests for their merits. The following provides guidance on what will be considered in assessing requests for sponsorship or donations to assist with preparing submissions.

- Is the proposal in line with our brand values and have affinity with The Bend activities?
- Is the proposal to support local community, region, state or nationally, and does that match the monetary value of the request for support?
- Does the proposal have high market reach with people that are emotionally connected to the sponsorship property?
- Are there significant/relative benefits that can be leveraged in marketing and business relationships?
- Are there any conflicts with our existing partnerships or brands?
- Does the proposal have longevity (beyond one single event or activity) to allow building relationships?
- Are there opportunities for the involvement of The Bend employees, our customers and the wider Australian community?
- Is the organisation credible and possess a positive track record in managing sponsorships or community initiatives, including successful promotion of activities?
- Have demonstrated experience in delivering value to sponsorship partners?
- Can provide satisfactory information on its management and financial status?
- Adequate time has been allowed for proposals to be assessed?
- Completed form should be emailed through to enquiries@thebend.com.au