



**Port of Melbourne Corporation**  
**Community Relations**  
**Sponsorship Request Form**

Port of Melbourne Corporation (PoMC) sponsors local groups and events as part of its community relations program. If you are interested in securing a PoMC sponsorship, please tell us about your group or event, and what you hope a PoMC sponsorship will achieve.

Once you have completed this form, please send it to the PoMC community relations team at the addresses listed at the bottom of this form (**Step 3**). The community relations team will assess your proposal and contact you, so please include full contact information in **Step 1**.

For more information about PoMC community relations sponsorships or to see what types of groups and events we currently sponsor, please visit:  
<http://www.portofmelbourne.com/community/sponsorship.asp>

**Step 1 – Tell us about you, your company or group**

Event or group for sponsorship: .....

Contact Name: ..... Title:.....

Phone:..... Mobile:.....

Fax:..... Email:.....

Postal Address:  
 .....  
 .....  
 .....

**Step 2 – Tell us about your proposed sponsorship**

1. Event Date: .....

2. Commitment:       One-off       Continuing

3. How much will this sponsorship cost?  
 (Please include GST and provide a cost breakdown where possible.)

Item	Cost (\$A)
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....

4. How will PoMC be involved in this sponsorship?

- Event Signage       Naming Rights       Competition       Donation  
 PoMC representation       Other (specify below)

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 .....  
 .....

5. How many people do you estimate this sponsorship will reach?

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6. Who are you aiming to reach through this sponsorship or sponsored event?

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7. Tell us about how your group or event is connected to the local community? How can PoMC benefit from this connection?

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8. What PoMC marketing or promotional material will be needed for this sponsorship?

- Banners and/or signage       Logo       Promotional Copy
- On-Site Representation       Other

Details:

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9. What media or marketing exposure will PoMC receive from this sponsorship?  
(NOTE: In the event that your sponsorship request is successful, PoMC must approve all media related material prior to release.)

- Local Press       Metro Press       TV       Radio       Internet
- Other

Details:

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10. How will you evaluate the success of this sponsorship? What data or other information can you provide to PoMC at the conclusion of the sponsorship?

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11. Please describe any past sponsorships you have undertaken with other organisations or groups. How were these managed? Were they successful? How was the sponsorship evaluated after it finished?

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**Step 3 – Send this form, with any additional information attached, to the PoMC community relations team:**

**Email:** [community@portofmelbourne.com](mailto:community@portofmelbourne.com)

**Post:** Port of Melbourne Corporation  
Community Relations  
GPO Box 261  
Melbourne VIC 3001 Australia

**OFFICE USE ONLY**

**APPROVAL**

Prepared by..... Date.....

Endorsed                       Not Endorsed  
Community Relations Manager

..... Date.....

Approved                       Not Approved  
Head of Corporate Relations

..... Date.....

**Approval Checklist**

Marketing material                       Contract                       Legal Approval  
 Invoice(s)                       Internal approval                       Site visit

**Evaluation**

Attendance expectations met?                       Yes                       No

Sponsorship feedback?  Yes  No                      Format.....

**NOT EFFECTIVE** 1 - 2 - 3 - 4 - 5 **EFFECTIVE**

Were the sponsorship goals met?                       Yes                       No

Continue sponsorship (if ongoing)?                       Yes                       No

Notes.....  
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How could this sponsorship be improved in the future?

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