



Sponsorship Objectives and Criteria

Where possible we will support events, programs and organisations that achieve the following objectives in caters for the St George region councils and the iconic Sutherland Shire:

- Provide social benefits to the local community
- Provide environmental benefits to the community
- Provide charitable assistance to the local community
- Provide support for not for profit organisations
- Increase awareness of our newspaper
- Position our newspaper brands positively within the local community

Our publication generally provides sponsorship support where there are mutual benefits for both parties. Benefits to our newspaper may include:

- Naming rights
- Signage opportunities
- Guaranteed advertising spend in print and/or digital
- Display and promotion of our publication brands through print, website, television and radio advertising
- Tickets
- Presentation and/or staff presence at events (such as a booth at an expo)
- Database access to allow for extra advertising features

Eligibility for sponsorship

- Applications must be for events or activities from Arncliffe in the north, south to the upper reaches of the Illawarra, and east to Botany Bay and Cronulla
- Applications must demonstrate their benefit to the local community
- Sponsorship sought must be for a specific event and/or timeframe
- Events of a commercial nature will be given consideration based on their advertising commitment

Application process

- Formal requests for sponsorship must be made by completing the sponsorship application form on the relevant publication website.
- Sponsorship applications must be received at least 6 weeks before the event/activity commencement date.
- The application will be presented to the site management team for review.
- A response will be sent to you once your application has been evaluated. Please note: this can take up to 4 weeks.

Important Notes

- The completion of the application does not guarantee sponsorship will be granted, only that the request will be considered by the management team.
- Previous standing agreements do not guarantee sponsorship will be granted. All organisations must re-apply each year for sponsorship.
- Editorial and story placement is not guaranteed as part of sponsorship. This is given at the editor's discretion. We recommend you send regular media releases about the progress of your event or activity to (02) 9588 8888 or leadernews@fairfaxmedia.com.au . If you wish to consider a paid advertising

feature, particularly if your event already has established commercial support, please call your local advertising representative.

For more information please contact *The St George & Sutherland Shire* office on (02) 9588 8888.

This information is current as of 19/2/2018