

# DOMAIN<sup>TM</sup>

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## RESORTS & RESIDENCES

### **SPONSORSHIP PROPOSAL GUIDELINES**

#### **Why we have guidelines:**

Domain Resort & Residences receives a large number of proposals each week, which unfortunately makes it difficult to accept every idea presented to us. So, we have guidelines to help you submit a proposal that meets our needs. We do update these guidelines from time to time, so please check that you have the most recent set of guidelines when you are preparing your proposal.

#### **In general:**

These are the criteria by which we initially assess proposals:

- We will consider proposals in most categories except sponsorship of individuals who are not competing at an elite or international level;
- We generally require a minimum of six months lead-time;
- Logo exposure is not the primary goal of sponsorship; it is considered a bonus;
- We prefer to invest in sponsorships that carry out audience research during and/or after the event, including sponsor questions, and provide the results of the research to Domain Resorts & Residences.

#### **Specific criteria:**

Your sponsorship proposal must outline how it will meet at least six of the following requirements. It should:

- Provide a natural link with Domain Resorts & Residences accommodation/services
- Provide creative ideas for maximising the sponsorship
- Provide cross-promotion opportunities
- Allow for investment to be divided into an up-front fee plus a performance-based incentive where applicable, or contra component
- Provide naming rights
- Provide a unique opportunity for key customer hospitality i.e. tickets to event, corporate box
- Provide main media exposure such as television, radio or print related to the promotion (logo exposure alone is not highly regarded)
- Access to member listing and/or database
- Provide branding opportunities for Domain Resorts & Residences or our related entities
- Provide leverage for our key marketing communication messages
- Provide networking opportunities with other non-competitive co-sponsors
- Generate business for Domain Resorts & Residences or our related entities.

**Standard information required:**

To be considered, proposals *must* include the following:

- Key details of the opportunity, including any market research that is relevant to the event.
- Details of your target market.
- Overview of your marketing plan - including what is and is not confirmed.
- Number of other sponsors that have been approached and/or list of sponsors who have committed to date.
- A comprehensive list of commercial benefits, including how they relate to Domain Resorts & Residences and our services.
- References and endorsements from past sponsors (where applicable).
- Timeline (including any relevant deadlines).
- Credentials of your company and key subcontractors (publicist, event producer, etc.).
- Details of how your organisation arrived at the proposed sponsorship fee based upon the value of the benefits package on offer to Domain Resorts & Residences.

**Servicing expectations:**

If your proposal is successful, it is expected Domain Resorts & Residences would receive written reports both during and at the completion of the event outlining how our objectives were achieved.

**Evaluation:**

It is also expected both parties would conduct an evaluation process after the event to determine if both organisations objectives were met.

Where appropriate, the post evaluation document should include the following information:

- Introduction
- Situational analysis
- Sponsorship analysis
- Results i.e. sales, media coverage, research, sponsor's image i.e. awareness of sponsor, attitude to sponsor etc, numbers affected by the sponsorship
- Attendance figures

**Process for Consideration:**

- All proposals are reviewed to assess suitability, feasibility, and resources required to be involved. Proposals must be on company or the organisations letterhead and be addressed to:  
Domain Resorts & Residences  
PO Box 1606  
Kingscliff NSW 2487

(Proposals to Dear Sir/Madam or To Whom It May Concern etc. are not highly regarded)

- Sponsee is usually notified of the disposition of the proposal within 2 – 3 weeks