

# Sponsorship request form

UniSuper is proud to be the fund for Australia's thinkers, creators and investigators. We're one of Australia's largest super funds, helping to shape retirement savings for our members for over 40 years.

## Sponsorships with UniSuper

As a fund run solely for the benefit of its members we will only consider applications which strongly align to the UniSuper brand and values. We also have a duty to demonstrate how expenditure is in best financial interest of our members.

There must be a direct link between the benefit to UniSuper and the interest of UniSuper's members in order for any sponsorship application to be considered. Your application must include sufficient information to be assessed.

### To have your proposal considered against our sponsorship policy:

1. Review the requirements below
2. Complete all sections of this form
3. Return the form to [sponsorship@unisuper.com.au](mailto:sponsorship@unisuper.com.au) with any accompanying proposal documentation and we'll be in touch soon.

## Sponsorships available

UniSuper will consider monetary and in-kind requests.

### WE LOOK FOR THE FOLLOWING IN A PARTNERSHIP

- Opportunities in alignment with best financial interests of our members
- Clear and outlined benefits to UniSuper which are measurable
- Organisations which value great thinking and do the right thing by all people and our planet
- Opportunities which help boost our brand awareness amongst our target market
- Opportunities which allow us to tell audiences more about our product and services
- Events and activities with few sponsors or where UniSuper might be the only sponsor
- Opportunity to build on a relationship to achieve UniSuper's strategic goals or objectives.

### WE DO NOT ACCEPT OR SPONSOR

- Proposals that do not benefit the financial interests of members.
- Proposals that do not reflect UniSuper's core values.
- Activities tied closely to federal and state political parties.
- Programs that can reasonably be judged as offending or denigrating minority community groups.
- Activities that promote smoking or gambling.
- Any activity where the amount spent exceeds the value of the benefit to be obtained by UniSuper or its members.
- Proposals that cannot be linked to UniSuper's brand and strategic objectives.
- Sporting clubs and teams

## Branding of sponsored programs

The use of UniSuper's name, logo, trademarks or brand assets is governed by the UniSuper brand guidelines and must be approved by UniSuper before being used.

# Sponsorship request form



To assist us in evaluating your sponsorship request, please complete this application form and submit it to [sponsorship@unisuper.com.au](mailto:sponsorship@unisuper.com.au). Please attach any supporting proposal documents.

## SECTION 1 ABOUT THE ORGANISATION

Name of organisation

Registered address

Suburb/Town

State

Postcode

Country (if not Australia)

Postal address (if different from above)

Contact name

Contact number

Email address

Website

What is the nature of the organisation?

What are the principle activities of the organisation?

Who owns the organisation?

When was the organisation established?

DD

MM

YYYY

Please outline the details of your event or program

## SECTION 2 THE OPPORTUNITY AND SPONSORSHIP DETAILS

What is the proposed sponsorship amount?

\$

Who is the target audience?

How many people do you expect to reach?

What geographical regions will the sponsorship impact?

What are the start and end dates of this sponsorship?

Start

End

DD MM YYYY

DD MM YYYY

Has UniSuper sponsored your event before?

No

Yes

When?

How many times?

DD MM YYYY

## SECTION 3 OPPORTUNITY BENEFITS

List the benefits available to UniSuper (i.e. logos, branding opportunities)

List anything you would require from us (other than monetary support)

How will this organisation or event be promoted?

What media exposure do you expect (if any)

Will there be other sponsors?

No

Yes

Who are your current and previous sponsors?

**SECTION 4 BRAND VALUES AND ALIGNMENT**

Are you associated with the higher education or research sector?  No  Yes

What is your relationship with the higher education and research sector?

Please describe in your own words how your sponsorship request is in best financial interests of UniSuper members in UniSuper's sponsorship guidelines

Why is UniSuper a good fit for your brand and as a partnering organisation (what are our shared values and aspirations)?

**SECTION 5 ADDITIONAL INFORMATION**

Is there any other information that you would like to add?