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## Jupiters Townsville

### Sponsorship Proposal Guidelines

These guidelines have been developed to assist those seeking sponsorship and support for projects in the Townsville regional community. A main focus for Jupiters Townsville is to support the community in which it does business, and to continue to operate as a responsible corporate citizen.

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

Jupiters Townsville receives a large number of sponsorship proposals each week, which unfortunately makes it difficult for us to accept every idea presented to us. Hence, we have outlined below a series of guidelines that will assist you in submitting a sponsorship proposal.

These guidelines will be updated regularly, so ensure you download the most recent document when preparing your submission.

#### **General:**

The below criteria is generally used to assess sponsorship proposals:-

- We will consider proposals in all categories, except sponsorship of individuals who are not competing at an elite or international level;
- It is our preference to support local or Townsville regional events;
- Applications seeking sponsorship should be lodged at least eight weeks prior to the event.
- Logo exposure is not the primary goal of sponsorship, it is considered a bonus.
- Jupiters Townsville contributes money to the Breakwater Island Casino Community Benefit Fund. The aim of this organisation is to assist local charities and non-profit organisations to purchase capital items necessary to run their day to day business. Any requests for assistance should be addressed directly to the fund:-

Breakwater Island Casino Community Benefit Fund  
PO Box 1101  
TOWNSVILLE QLD 4810  
Phone: (07) 4721 1453  
Fax: (07) 4721 3558  
Email: [admin@biccbf.com.au](mailto:admin@biccbf.com.au)  
Web: [www.biccbf.com.au](http://www.biccbf.com.au)



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### **Specific criteria:**

Your sponsorship proposal should outline how it will meet at least five of the following requirements:-

- Provide a natural link with Jupiters entertainment, leisure and accommodation facilities;
- Provide creative ideas for maximising the sponsorship;
- Provide cross-promotion opportunities;
- Provide naming rights;
- Provide a unique opportunity for key customer hospitality, ie, tickets to event, corporate box;
- Provide main media exposure, such as television, radio or print related to the promotion (logo exposure does not count);
- Specifically target one of our primary demographics;
- Provide sponsorship exclusivity;
- Access to member listing and / or database;
- Provide branding opportunities for Jupiters Townsville;
- Enhance the casino's corporate citizen profile;
- Enhance the casino's key marketing communication messages;
- Provide networking opportunities with other non-competitive co-sponsors;
- Generate business for Jupiters Townsville's restaurants, bars, meeting rooms, hotel and gaming facilities.

### **Standard information required:**

To be considered, the proposal must include the following information:-

- 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 Jupiters Townsville and our services;
- References and endorsements from past sponsors (where applicable);
- Timeline (including any relevant deadlines);
- Details of how your organisation arrived at the proposed sponsorship fee based upon the value of the benefits package on offer to Jupiters Townsville.



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**Exclusions:**

As a gaming establishment, Jupiters Townsville maintains a high regard for the importance it plays in the community. Hence, any proposal that is primarily aimed at the following would not be considered:-

- children or anyone under the age of 18
- any event that contravenes the government's gaming rules and regulations
- overseas travel for individuals to compete in specific events
- quest / beauty competitions

**Process for consideration:**

All proposals are reviewed by the Public Relations Executive to assess suitability, feasibility and resources required to manage the event. Proposals must be on company or the organisation's letterhead and be addressed to:-

Kylie Simpson  
Public Relations Executive  
Jupiters Townsville  
PO Box 1223  
TOWNSVILLE QLD 4810  
Phone: (07) 4722 2354  
Fax: (07) 4771 6505  
Email: [simpsonky@tabcorp.com.au](mailto:simpsonky@tabcorp.com.au)

Recommended proposals are presented to the Manager Customer Experience and / or the General Manager for final approval.

Where possible, the applicant is notified of the disposition of the proposal within 2 to 3 weeks.