

Sponsorship Guidelines

These guidelines govern our assessment of sponsorship opportunities and provide information to potential seekers of sponsorship so they can assess whether their request is likely to meet our criteria.

Instruction to applicants

All applications for sponsorship must be accompanied by a sponsorship proposal which addresses the criteria outlined in these guidelines. Please review the following information carefully before submitting your proposal and ensure you address the sections entitled 'Key sponsorship criteria' and 'Making an application – critical information required'. Funds available for sponsorship are limited – so sponsorship applications will be ranked according to their capacity to match our criteria. Please note we are unable to accept proposals that fail to address the sponsorship criteria. These will be declined upon receipt and applicants given an opportunity to resubmit their proposal.

The University has a strategic plan, which sets goals and priorities and therefore any requests for sponsorship will be assessed on their capacity to assist the University in achieving these objectives.

Priority is given to sponsorships that reach our key stakeholders, and that are relevant to the University's strategic focus in the area of community engagement.

Proposals must:

- have tangible benefits to the University and its community;
- support the University's Vision, Purpose, Vision and Values

Purpose: To transform lives and enrich society through education and research.

Vision: To be recognised for our world ready graduates and leading edge research.

We Value

Integrity: being ethical, honest and fair.

Respect: considering the opinions and values of others.

Rational Inquiry: motivated by evidence and reasoning.

Personal Excellence: demonstrating the highest personal and professional standards.

Key sponsorship criteria

In line with our strategic plan, there are three primary reasons for Edith Cowan University to invest in sponsorship. Every sponsorship request must be able to satisfy at least one of these criteria in order to be considered:

1. To enhance the University's brand image / reputation
2. To increase awareness of the University's courses and research pursuits in the key areas of:
 - Aboriginal and Torres Strait Islander Culture
 - Business and Society
 - Communications
 - Creative Arts
 - Education
 - Engineering
 - Environment and Sustainability
 - Health and Wellness
 - Information and Communications Technology
 - Law and Justice
 - Security
 - Social Community
3. To engage in a meaningful way with our key stakeholders including:
 - Current Students
 - Prospective Students
 - Alumni
 - Industry/ Employers
 - Educational Sector
 - Professional Bodies
 - Local Communities
 - Local, State and Federal Government

Edith Cowan University is unlikely to fund:

1. Requests by individuals seeking support or raising money;
2. Political or religious activities;
3. Programs that promote tobacco, gambling, alcohol and poor health choices;
4. Proposals that do not reflect ECU's core values and brand attributes;
5. Projects that cannot clearly and measurably demonstrate the ability to realise any of our key sponsorship criteria.
6. Projects or events outside WA
7. Generally speaking, events or activities that already have significant sponsorship from other universities, research groups or teaching and learning providers.

Equity and Sustainability

Consideration will be given to organisations that reflect values aligned to ECU in the areas of equity and sustainability. Refer to specific questions in the 'Making an Application' section.

Donations

Edith Cowan University has limited resources available for ad hoc requests and as such does not normally provide donations to groups or individuals who request cash.

Mandatory assessment procedures

In receiving sponsorship funds from the University, sponsored groups agree a report will be submitted detailing how the event/or activity performed against our key sponsorship criteria within two months of sponsorship activity.

This report should be submitted to the Manager, Brand Marketing and Creative Services, Building 1, Edith Cowan University, 270 Joondalup Drive, Joondalup, WA 6027.

Additionally, ECU reserves the right to refuse to sponsor an event or activity if there is a risk of damage to the University's reputation and brand based on activity arising from the sponsorship. Accordingly, all sponsorship requests will be assessed against relevant risk and legal criteria and procedures.

Making an application – critical information required

Requests for sponsorship must include the following in order to be considered:

1. Details of the activity or event for which sponsorship is sought including critical information like date, time and location.
2. Precise details of the exact amount of funding sought and a breakdown indicating how the requested sponsorship monies will be spent.
3. Contact details including email, business phone numbers and mobile number.
4. Objectives of the sponsorship – i.e. why is the event or activity being run?
5. Benefits to ECU as a corporate sponsor as well as the ECU community, including students and staff
6. Clear definition of the target audience for the event or activity including key demographic and geographic information of the target groups.
7. A detailed marketing / publicity plan showing how ECU's sponsorship will be publicised. This should include details of advertising and marketing materials that will promote the university's involvement.
8. Details of any opportunities for the University to place additional marketing materials including signage, brochures and course or research promotional material at the time of the event or activity.
9. Details of any opportunities to link any online marketing activity, including websites, to the University's nominated web link including our home page or another specific site we nominate.
10. Details of any opportunities for ECU University to provide promotional material to sponsored groups, which with permission, can be sent via electronic means to the group's key stakeholders.

11. Information relating to equity and sustainability addressing the following:

- a. Whether your organisation has a Reconciliation Action Plan (RAP)
- b. Whether your organisation has a Disability Access and Inclusion Plan (DAIP) (or similar disability and access plan)
- c. Board diversity (if applicable) – total number of board members, specifying the number of female and number of Aboriginal and Torres Strait Islander board members
- d. Executive team diversity – number of members in your executive team and the number that are female and the number that are Aboriginal and Torres Strait Islander.
- e. Does your organisation have a commitment to sustainability and minimising the environmental impact of your business activities? If so, please demonstrate how this is achieved.

12. Evaluation and reporting methods.

Timing

The University operates on a financial year that runs from January to December. Accordingly, sponsorship requests should be submitted prior to October in order to allow evaluation and then inclusion in submissions for funding as part of the University budget in the following year. Generally speaking, the University does not budget for ad hoc sponsorship requests – and so sponsorship opportunities that do not fit within the budget timing guidelines risk not being considered.

Submission of applications

Applications should be forwarded to:

Manager, Brand Marketing and Creative Services
Edith Cowan University,
270 Joondalup Drive, Joondalup, WA 6027
Email: marketing@ecu.edu.au

Payment

Tax invoices (stating ABN etc.) must be forwarded to the Manager, Brand Marketing and Creative Services with address details as listed above.