



THE STAR

Why We Have Guidelines

The Star Gold Coast receives a large number of 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 to help you submit a proposal that meets our needs. We will be updating these guidelines regularly, so please check that you have the most recent set of guidelines when you are preparing your proposal.

In General

These are the general criteria by which we initially assess the proposals

- We will consider proposals in all categories except sponsorship of individuals who are not competing at an elite or international level.
- We prefer to support local regional events.
- 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 The Star Gold Coast.
- Both The Star Gold Coast and Treasury Brisbane contribute monies to the Gambling Community Benefit Fund. The aim of this organisation is to assist local charities to purchase capital items necessary to run their day-to-day business. **For more information, visit:**

www.justice.qld.gov.au/corporate/sponsorships-and-grants/grants/community-benefit-funding-programs

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 The Star Gold Coast entertainment and accommodation facilities.
- 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.
- 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 does not count).
- Specifically target one of our primary demographics (listed at bottom of document).
- Provide sponsorship exclusivity.
- Provide branding opportunities for The Star Gold Coast.
- Enhance The Star Gold Coast's corporate citizen profile.
- Provide networking opportunities with other non-competitive co-sponsors.

Generate business for The Star Gold Coast restaurants, bars, meeting rooms, theatre, hotel and Gaming facilities.

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 The Star Gold Coast 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 The Star Gold Coast.

Servicing expectations:

If your proposal is successful, it is expected that The Star Gold Coast would receive written reports both during and at the completion of the event outlining how our objectives were achieved.

Evaluation:

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

Where appropriate, the post evaluation should include:

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

Exclusions:

As a gaming establishment, The Star Gold Coast 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

Process for Consideration:

All proposals are reviewed 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:

The Star Gold Coast
Marketing Manager – Brand & Retail
PO Box 1515, Broadbeach, QLD 4218
Phone: (07) 5592 8577
Email: tonya.blair@star.com.au

Sponsee is notified of the disposition of the proposal within four weeks.