

SPONSORSHIP FORM

Airnorth has a strong commitment to regional communities and has established relationships through structured sponsorship programs, corporate attendance and input at various meetings and forums, along with other initiatives.

APPLICATION CONTACT DETAILS

Organisation/Event	
Partnership opportunity	
Partnership opportunity date/s	
Contact name	
Contact phone number	
Contact email	
Nearest Airnorth airport to partnership opportunity/event?	
What sponsorship support does your organisation/ event require?	
<input type="checkbox"/> Subsidised flights <input type="checkbox"/> Vouchered flights for raffles, gifts, and giveaways (ie; 2x return airfares) From To Number <input type="checkbox"/> Other	

OUTLINE OF ORGANISATION / EVENT AND THE PARTNERSHIP OPPORTUNITY

Overview
1. Provide a brief overview of the Event:

All sponsorship requests are to be submitted via email to marketing@airnorth.com.au
For further information contact the Airnorth Marketing Department on Ph: [+61 \[0\]8 8920 4061](tel:+61889204061)

OUTLINE OF ORGANISATION / EVENT AND THE PARTNERSHIP OPPORTUNITY *(continued)*

How can Airnorth help you?

2. Detail information on the specific partnership opportunity your Organisation / Event is seeking support for?

Tell us more

3. Who are your current event partners/sponsors?

4. How can we work together?

5. What do you hope to achieve from your event?

6. How does sponsorship from Airnorth support your organisations/ event's overall goals?

Who is your target audience?

7. Please provide information about your events targeted audience; age, gender, demographic and attendance numbers

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OUTLINE OF ORGANISATION / EVENT AND THE PARTNERSHIP OPPORTUNITY *(continued)*

Communication

8. List any communication platforms the partnership can offer Airnorth.

9. If social media, how many online followers does your page have?

10. What is your engagement rate on social media? (ie; on average how many people share, comment, and like your posts)

Community Exposure

11. Provide an overview of the partnership opportunities or potential community exposure by highlighting key elements of your marketing and publicity program. If applicable, please include promotional activities in the lead-up, during, and post event and stipulate where Airnorth would be able to receive acknowledgment and branding exposure within your overall promotional strategy.

Important deadlines

12. Detail the key dates for your partnership opportunity; including time in market and important deadlines.

OUTLINE OF ORGANISATION / EVENT AND THE PARTNERSHIP OPPORTUNITY *(continued)*

How can our staff help you?

13. List any opportunities for Airnorth staff to be involved in your partnership opportunity.

14. Who and what is involved?

15. Outline your management structure and detail the key personnel who will work on the partnership opportunity with Airnorth.

How are we alike?

16. What synergies do you see between your partnership opportunity and Airnorth, please describe.

Has Airnorth supported your organisation/ event in the past?

Yes

No

17. If yes, please provide a brief detail of how we have worked with you in the past and how our collaboration was successful. If applicable, please provide any supporting documentation (ie; copies of promotional materials and/or social media posts where Airnorth has been acknowledged).

Upload supporting documentation

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OUTLINE OF ORGANISATION / EVENT AND THE PARTNERSHIP OPPORTUNITY *(continued)*

Help us, help you.

If successful, Airnorth will require up to 3 high-res images to support your event with cross-promotion on Airnorth digital platforms, along with key messages about your organisation and event to help support these activities.

Please include below:

a) Hyperlink to event details, website, or FB page

b) Upload maximum 3 images

c) Key Message #1 – About organisation

d) Key Message #2 – About event

e) Key Message #3 – Any further information you would like to provide.

What sponsorship support does your organisation/ event require?

Successful sponsorship applications will be asked to supply copies/ photos of all promotional materials where Airnorth logo or acknowledgement is present, a selection of high-res images from the event to be used for promotional purposes, and a short quote on the successes of the event post activity.

Do you agree to these conditions?

Yes

No

Thank you for your sponsorship application. We wish you all the best.

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