CGS FOUNDATION SPONSORSHIP PROGRAMME

**1. Sponsorship categories**

For your sponsorship proposal to be considered the project must fit into one or more of the following categories.

* Academic
* Music
* Sporting
* Dramatic Arts
* School facilities

**2. Sponsorship criteria**

CGS Foundation's sponsorship programme is open to community groups and associations within the Canberra Grammar School community.

Preference will be given to CGS community associations.

All sponsorship applicants will be required to enter into a Sponsorship Agreement with the sponsor.

Successful applicants will be required to work with a designated School Sponsorship Representative as part of the fund-raising team.

Funding sort should have major benefit to the association or School community group

Applications must provide clear awareness opportunities for potential sponsors.

Preference will be given to special, one-off projects that improve outcomes for students.

Applications could be for:

* Training e.g. specialist visiting coach or tutor,
* Purchase of specialized hardware e.g. training apparatus not expected to be provided by the School,
* Assistance to attend a major event e.g. travel costs for a group tour (Applications for travel support must be for student travel);

and must address most of the following criteria and identify any other benefit to sponsors:

* Proposal should have a budget between $1000 - $20,000
* Are naming rights of event on offer?
* What signage opportunities for a sponsor are proposed?
* Is ticketing, hospitality or other goods and services associated with the project or event available to a sponsor?
* Can a sponsor have an on-site display, sales outlet and/or giveaways?
* Is there provision of significant benefit/s that can be leveraged in marketing and business relationships for a sponsor?
* Is there provision of networking and/or business generation opportunities?
* Is there School community impact and/or branding potential for a sponsor?
* Is there potential for a sponsor to have a positive impact on the local community?
* Can a sponsor have access to existing databases and/or generation of a new database (subject to the Privacy Act)?
* Does the sponsorship provide the opportunity for exclusive and/or “money can’t buy” experiences?
* Can there be the provision of content for use on a sponsor’s website,
* Can other marketing material, including footage and/or photographs be made available for a sponsor to publish?
* Is there opportunity for exposure and links to/from sponsor’s/applicant’s social media network (e.g. Facebook, Twitter, etc)
* Is there product placement opportunities for a sponsor (using sponsors products or services in a meaningful way at the event/sponsorship)?
* Is there potential to involve sponsors employees, customers and/or the wider community

**3. Application process**

If you feel your proposal fits within our guidelines and criteria, please submit your application to the:

CGS Foundation

Canberra Grammar School

40 Monaro Crescent

Red Hill ACT 2603

Applications are to be no more than two A4 pages and must include a brief summary of requirement, amount requested, dot-point sponsor benefits and contact details of the applicant. The sponsorship committee convenes every four weeks to assess all proposals that meet the criteria set out in this document. Written correspondence will take place upon the conclusion of the consideration process.

CGS Foundation receives a large number of requests for sponsorship and unfortunately the number of applications will always exceed the funds available. Worthwhile programs cannot be guaranteed support regardless of merit.

**4. Timing**

Please allow up to six weeks from the time of submission to allow us to process your request.

**5. Contact information**

If you would like more information about CGS Foundation's Community Sponsorship Program or the guidelines, please contact CGS Foundation's on 6260 9665.