INDUSTRIAL WORLD PTY LTD
ABN 80 005 633 205 | ACN 005 633 205
13-15 Coronet Street, Wendouree VIC 3355
(03) 5336 1111 | marketing@industrialworld.com.au

# SPONSORSHIP / DONATION APPLICATION

## BEFORE YOU APPLY

Industrial World receives a high volume of sponsorship and donation requests. Our support is limited and applications are assessed against business relevance, audience alignment, measurable value and available budget. Only fully completed applications with the requested supporting material will be assessed. Submission does not guarantee support, and decisions are final.

**Applications must be received at least six weeks before the event or activity.**

## 1. Eligibility check - all boxes must be confirmed

- ☐ The request is for an Australian organisation, club or registered community group.
- ☐ The request is not for an individual, private fundraising activity or retrospective expense.
- ☐ The organisation can provide an ABN or incorporated association / charity registration details.
- ☐ Appropriate public liability insurance is held for the activity or event.
- ☐ The application is submitted at least six weeks before the activity or event.
- ☐ The organisation agrees to provide a post-activity report and evidence of agreed benefits.

## 2. Organisation details

**Legal name of organisation ***

**Trading / club name *** | **ABN ***

**Incorporation / charity registration no. *** | **Years operating ***

**Postal address ***

**Website *** | **Primary social media page ***

**Authorised contact name *** | **Position / role ***

**Phone *** | **Email ***

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## 3. Relationship and request details

**Describe any existing relationship with Industrial World ***

Include customer/account name if applicable

**Previous support from Industrial World (year/value) ***

**Exact amount or retail value requested (ex GST) ***

**Precisely describe the cash, goods or services requested ***

**Explain exactly how the requested support will be used ***

## 4. Activity or event

**Activity / event name ***

**Date(s) ***

**Location ***

**Expected attendance / participants ***

**Purpose and expected community outcomes ***

**Target audience - include age, location, industry and evidence of likely reach ***

**Total activity / event budget (ex GST) ***

**Current funding gap (ex GST) ***

**List all confirmed and prospective sponsors, amounts requested and amounts secured ***

## 5. Mandatory attachments

- [ ] Current sponsorship prospectus or written schedule of benefits
- [ ] Activity / event budget showing income, expenditure and funding sources
- [ ] Evidence of incorporation, charity registration or ABN
- [ ] Certificate of currency for public liability insurance

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## 6. Proposed value to Industrial World

**Explain why this partnership is relevant to Industrial World's customers, markets or business ***

**List each promotional benefit offered, its duration, placement and stated value ***

Be specific - 'logo exposure' alone is insufficient

**Provide current website, email and social audience figures, including average engagement ***

**Describe opportunities for product display, staff attendance, speaking, content or direct engagement ***

**How will outcomes and sponsor benefits be measured and reported? ***

## 7. Applicant declaration

I confirm that the information supplied is complete and accurate; I am authorised to submit this application; the organisation will obtain all required approvals and insurance; and, if support is approved, it will deliver the agreed benefits and provide a written post-activity report with supporting evidence within 30 days. I understand that Industrial World may verify information, decline any request at its discretion, and is not required to provide reasons or enter further correspondence.

☐ I agree to the declaration above. *

**Authorised representative - full name ***

**Position / role ***

**Signature (type name for electronic submission) ***

**Date ***

### SUBMISSION

Email the completed form and all mandatory attachments to marketing@industrialworld.com.au. Allow at least six weeks for assessment. Incomplete or late applications may not be considered. Industrial World will contact successful applicants; submission of an application does not create any obligation or commitment.