

# Queensland Rail Community Partnering Program application form

The Community Partnering Program is aimed at sponsorship of local initiatives that are valued under \$5,000.

Applications can only be accepted a minimum of eight weeks prior to the proposed activity.

Please ensure you have read through the Queensland Rail Community Partnering Program guidelines before completing this form.

Once complete, please email this form to [sponsorships@qr.com.au](mailto:sponsorships@qr.com.au) or post to:

Sponsorships – Queensland Rail

GPO Box 1429

Brisbane QLD 4000

Name of organisation or group: \_\_\_\_\_

Contact person: \_\_\_\_\_ Contact number: \_\_\_\_\_

Street address: \_\_\_\_\_

Suburb/City/Town: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Email address: \_\_\_\_\_

ABN or GST registration number: \_\_\_\_\_

Provide a general description of your organisation: \_\_\_\_\_

\_\_\_\_\_

Provide a general description and overview of the proposed activity: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

When does the activity occur? \_\_\_\_\_

What are the key goals you hope to achieve by conducting this activity? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What are the key operational or promotional milestones leading up to the activity? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Why do you believe Queensland Rail should sponsor this activity? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What value of sponsorship investment are you seeking from Queensland Rail (incl GST)? \_\_\_\_\_

Are you seeking in-kind support from Queensland Rail? If yes, please provide details and an approximate value (if known): \_\_\_\_\_

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What level of sponsorship are you proposing for Queensland Rail (e.g. naming rights, event sponsor)? \_\_\_\_\_

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What is the proposed term of the sponsorship (e.g. one off, one year)? \_\_\_\_\_

What other levels or options for sponsorship may be available to Queensland Rail should we not be able to provide the requested level?

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Has the organisation or group had previous affiliations with Queensland Rail? If yes, please provide details. \_\_\_\_\_

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Provide detail of any other sponsors that are involved including total number of sponsors and their level of support? If no other sponsors have been secured, please outline your proposed sponsor structure.

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Is there existing or previous involvement of any other transport companies in this sponsored activity? \_\_\_\_\_

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Are there any other government agencies or government owned corporations involved? \_\_\_\_\_

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Provide some detail regarding the reach and profile of your organisation and this sponsorship (e.g. estimated attendance, geographical reach, target market demographics). Any market research findings would be welcomed.

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Outline the details of your confirmed or proposed media partner/s and the depth and breadth of promotional coverage this sponsorship specifically offers to Queensland Rail.

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What other benefits or other outcomes, beyond brand exposure, do you believe are available to Queensland Rail through this sponsorship?

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After the activity, how do you plan to determine whether it was successful? Do you have some criteria for successful outcomes which you will use to measure the success of the activity?

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What type of reporting will you provide to sponsors on the outcomes of their sponsorship?

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Does the activity present any opportunities to promote rail transport as a positive alternative to other forms of transport?

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Does the activity enhance the local environment around railway stations or other railway assets?

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Can your activity assist us to make travel on a train a better experience for our customers?

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Will Queensland Rail be able to promote increased patronage of its commuter, tourism related or event ticketing products and services?

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Does the activity provide opportunity to promote safety, particularly in relation to rail usage?

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How will your activity provide benefits to Queensland communities, which help to enhance the quality of life of residents? These can be economic, environmental, social or cultural benefits.

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Does the activity provide opportunities for involvement or participation of Queensland Rail employees?

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#### Formal proposal

You may attach a formal proposal to this application form (must be formally presented on organisation/group letterhead).