

GOLD COAST AIRPORT LIMITED SPONSORSHIP POLICY

“Unashamedly focused on leisure” – Gold Coast Airport Limited (GCAL) is the gateway to Australia’s leading tourism destination – the Gold Coast and Northern New South Wales. Welcoming passengers domestically and internationally, GCAL is a rapidly growing international airport in Australia.

GCAL’s vision for the airport involves a partnership with the communities it serves. It aims to develop a facility which continues to meet the growing needs of family, business and holiday visitors while making a major contribution to the economic and social wellbeing of local communities.

As you can understand, we are inundated with sponsorship requests on a daily basis and unfortunately unable to assist everyone. This document details guidelines and a checklist we consider when reviewing commercial sponsorship and community program proposals. The following information is designed to help potential partners understand our sponsorship criteria and to tailor your proposal to GCAL’s guidelines.

We require any sponsorship proposals to be presented to us at least four months prior to the event/activity.

Why we sponsor?

Sponsorships at GCAL are undertaken to:

- Generate major economic benefits to the local community
- Establish GCAL as a good corporate citizen
- Develop GCAL as a strong brand that is respected in the tourism industry
- Develop brand loyalty to GCAL as the gateway to the Gold Coast and Northern NSW region
- Profile the GCAL brand in key markets (local, interstate and international)
- Add value to marketing and business activities.

Who we target?

- Primary market – local outbound catchment area (the Gold Coast and Northern NSW region) and inbound domestic travellers from Sydney, Melbourne, Adelaide, Canberra, Newcastle, Perth and anywhere we have direct flights to/from
- Secondary market – inbound international travellers from Japan, Asia and New Zealand

What we will sponsor....

- Programs that generate tourism, commercial, recreational and economic benefits to the Gold Coast and Northern NSW region
- Charities
- Environmental programs
- Community festivals, events and associated activities which target consumers who are likely to travel by air to attend
- Tourism and/or aviation industry events or associated activities
- Events or programs that provide a direct commercial relevance and contribution to increasing GCAL passenger numbers.

What we won’t sponsor...

- Individuals
- Professional sporting teams
- Programs that denigrate, exclude or offend minority community groups
- Programs that do not reflect appropriate community standards
- Programs that may present a hazard to the community

- Programs that create environmental hazards
- Religious or political activities
- Activities which are not in line with GCAL branding objectives.

What we expect from a sponsorship

- Successful sponsorship applicants will be required to enter into a written agreement which details the benefits to Gold Coast Airport Limited and obligations of the sponsor entity for any sponsorship over the amount of \$5,000
- All benefits outlined in the agreement must be delivered during the contract period, including ensuring all signs and logos are accurately branded and predominantly displayed
- An evaluation of the sponsorship will be required by Gold Coast Airport once month after the conclusion of the event
- If renewal of the sponsorship is desired after the initial term, a new agreement must be negotiated one month prior to the conclusion of the existing sponsorship period
- Involvement in and regular updates on the leveraging and marketing opportunities available for GCAL is required in the lead up to the event.

Does your proposal meet our checklist?

- Does this sponsorship reach GCAL's target markets?
- Does this sponsorship fit GCAL's desired categories of sponsorship?
- What are the dates and location of the sponsorship?
- What is the sponsorship structure and amounts sought for each level?
- What is the proposed cost of the sponsorship and any payment schedule?
- Is there a full list of sponsorship benefits?
- Are the benefits negotiable?
- Is the activity one-off or annual?
- Are naming rights available? (Exclusive or dominant?)
- Will the activity broaden brand awareness of GCAL?
- Are there signage opportunities available?
- Which media partners have been confirmed and what will be the media exposure?
- Is there sufficient time to complete the planning process and leveraging plan prior to the event (usually at least four months)?
- Will there be national and/or international exposure for the activity?
- Who are the other confirmed sponsors?
- How will the organisation manage the partnership, will there be an account manager?
- What is the expected participation/attendance/viewing levels?

Where to send your proposal

All proposals should be addressed to:

Manager Corporate Affairs
 Gold Coast Airport Limited
 PO Box 112
 Coolangatta QLD 4225
 info@gcal.com.au