



Sunshine Coast Airport Sponsorship Policy

As a key infrastructure asset for the Sunshine Coast the Sunshine Coast Airport generates a significant contribution to the wellbeing of the local region via employment and economic output. However, the airport also recognizes the great importance of social wellbeing of the community it serves and funds are allocated annually for a community sponsorship scheme.

Sunshine Coast Airport's vision involves partnerships with the local community via sponsorship of events, programs, charities and festivals.

As you can understand, the Airport regularly receive sponsorship requests and unfortunately are 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 SCA's guidelines.

Why we sponsor:

Sponsorships at Sunshine Coast Airport are undertaken to:

- Bring benefit to the local community
- Demonstrate SCA's commitment to the community as a good corporate citizen
- Develop SCA as a strong brand that is respected in the local community
- Develop loyalty to SCA as the most convenient access point to the Sunshine Coast

Who we target:

- Primary market – Local residents of the Sunshine Coast region who travel, or have the propensity to travel, by air
- Secondary market – Inbound domestic travelers from Sydney, Melbourne and Adelaide

What we will sponsor:

- Programs that generate tourism, commercial, recreational and/or economic benefits to the Sunshine Coast 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

What we won't sponsor:

- Individuals
- 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 SCA 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 SCA and obligations of the sponsor entity for any sponsorship over the amount of \$5000.
- All benefits outlined in the agreement must be delivered during the contract period, including ensuring all signs and logos are accurately branded and displayed.
- An evaluation of the sponsorship will be required by SCA one 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
- Regular updates on leveraging and marketing opportunities for SCA should be provided in the lead up to the event.

Does your proposal meet our checklist?

- Does this sponsorship reach SCA's target markets?
- Does this sponsorship fit SCA'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?
- Are there signage opportunities available?
- Which media partners (if any) have been confirmed and what will be the media exposure?
- Will there be national and/or international exposure for the activity?
- Who are the other confirmed sponsors?
- How will the organization 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:

Peter Pallot
Airport Manager
Sunshine Coast Airport
Locked Bag 72
SCMC QLD 4560

Note: To allow for adequate assessment please submit your proposal as far in advance of your event/program as possible.