



Sponsorship Policy

At Broome International Airport (BIA), we have been part of the Broome community for over 30 years, and in that time have seen significant growth and development of the town and airport. We have an aim to be a positive corporate member of the community, and it is our obligation and responsibility to continue to support activities aiming to improve the lives of the community.

BIA is involved with many sponsorship activities and events across the Broome, Kimberley and West Australia every year, ranging from small community-based projects to significant regional events and activities.

We have developed these guidelines to assist potential sponsorship seekers when preparing proposals for our consideration. BIA carefully considers sponsorship proposals to ensure they meet its business, community and marketing goals and are within its sponsorship budget.

BIA believes that a sponsorship approval is not limited to the handing over of a cheque or goods to a community organisation. BIA sponsorships are an investment in recognition opportunities that will advance the long-term interests of the company, as well as the long-term interests of the community. The commitment of BIA's funds to sponsorship projects relates to the understanding the sponsorship is a potential partnership, with mutual benefits for the company and for the beneficiary.

These guidelines are a general guide only and should not be considered an offer or commitment by BIA.

- Provide value to the community;
- Provide customer satisfaction through the event or activity;
- Be responsive to the community needs and expectations;
- Maximise BIA's profile; and
- Reflect BIA's business objectives;

BIA's key principles for sponsorship management are:

- Alignment with BIA's business operations and corporate vision;
- Appropriate acknowledgment of BIA;
- Appropriate activity that supports BIA's corporate vision and brand position;
- Ethical behaviour and fair dealing;
- Effective management and reporting;
- Value for money;
- Successful sponsorship applicants will be required to enter into a written agreement which details the benefits to BIA and obligations of the sponsor;
- All benefits outlined in the agreement must be delivered during the contract period
- An evaluation of the sponsorship will be required by BIA within a month of the event/activity taking place;
- First right option on sponsorship renewal;
- Focus on the key audiences reached by the event or activity;
- Consideration of other sponsors involved and the levels of financial commitment;

- Sponsee must have appropriate insurance (including public liability insurance);
- Pre-approval of all material that uses the BIA brand and imagery is required;
- While logo exposure is considered a bonus, it is not the primary goal of sponsorship;
- We expect that our sponsorship partners will invest in resources to work with BIA to deliver on the objectives set for the partnership;
- Collaboration to leverage the sponsorship as part of our business goals; and
- We do not sponsor individuals.

Proposal Process

The process to apply for sponsorship is as follows:

1. A written proposal is submitted that address the sponsorship criteria. BIA needs as much lead-time to the event as possible to consider the proposal (six months is preferable).
2. BIA reviews the proposal on suitability, feasibility, and resources required. BIA will contact organisation the if further information is required, and to update them on the process.
3. Once a decision has be reached, BIA will contact the organisation to inform them of success, rejection, or negotiation of amounts/terms.
4. BIA will expect that some level of pre-event planning takes place with BIA staff to effectively leverage the activity. This will also include notification of any actions/attendance by BIA at the event, and who will fulfilling this role.
5. Following the event, the attached post-event evaluation report is required from the organiser to determine that objectives of the sponsorship were met, what statistics can be shared, and discussing potential further opportunities.

Sponsorship Criteria

Sponsorship proposals must provide for and clearly address at least five of the following:

- A natural link with one or more of our Objectives (listed above);
- Focus on communities and benefits offered to these communities (both short and long term) with an emphasis on community enrichment and the environment;
- Naming rights or major sponsor identification;
- Increased visitation to the regional destinations we serve;
- Business development opportunities;
- Creative ideas for use of the sponsorship to help differentiate the BIA brand from other companies;
- Opportunities for cross-promotion and/or promotion of BIA products/services;
- Opportunities for BIA staff to be involved in the event/activity (beyond simply attending the event or receiving tickets, invitations, etc); and
- Provide opportunities for key customer hospitality and business networking opportunities, and/or contact with key members of the community where appropriate;

Proposals should also include:

- Details and objectives of the opportunity, event or program;
- Details of the synergy with BIA's corporate objectives and brand values and how flexible the elements of the activity are to address our requirements;
- A list of key benefits to the community;
- A list of sponsorship options and the benefits available for each level, including how they relate to BIA;
- Target audience details (including audience reach) and any other research to support the event or program;
- List of other sponsors and key parties involved who have committed to the activity;
- A timeline, including important deadlines (particularly marketing deadlines) and calendar of events;
- Credentials of your company and key contacts (PR Manager, Marketing Manager, Event Producer, etc.);
- The percentage of the BIA financial contribution you will spend on servicing the sponsorship; and
- Method of evaluating the success of the sponsorship against its objectives (eg: research, surveys, etc).



BALANCING SPONSORSHIP AND MARKETING THE 'RECOGNITION' ELEMENT OF BIA SPONSORSHIPS

BIA believes that a sponsorship approval is not limited to the handing over of a cheque or goods to a community organisation. In keeping with the general sponsorship and marketing thrust in the wider community, plus the expectations of our shareholders, BIA sponsorships are an investment in recognition opportunities that will advance the long term interests of the company, as well as the long term interests of the community, the commitment of BIA's funds to sponsorship projects relates to the understanding the sponsorship is a partnership, with mutual benefits for the company and for the beneficiary.

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We require beneficiaries of our sponsorship program to outline appropriate elements of recognition in return for our sponsorship support. Formalising this commitment is of benefit to BIA with its specific audit requirements and also to the recipient organisation because the process can assist the organisation to build professional, two way relationships with all its sponsors and donors.

Recognition is an important detail on the BIA Sponsorship Application Form, we encourage your organisation to consider different recognition opportunities and to discuss them with us. Recognition can take many forms, some major and some minor, and the signing officer must ensure that the organisation does not offer anything that cannot be sustained or is not within their control.

Becoming a beneficiary of a BIA sponsorship requires you to be prepared for the relationship between BIA and your organisation to extend past the sponsorship hand over.

Acceptance of BIA's sponsorship support requires a report back to BIA on the success of your overall project and includes details of the recognition element agreed to, for instance, you might commit to newspapers coverage of your project with recognition of BIA's support of it we would like your report back to BIA to include any relevant press clippings. Other recognition elements can include BIA signage at a particular event and in this instance, photographs could accompany the follow up report. You should include any reports or other relevant information that testifies to BIA support for your organisation.

In all instances, we would ask that you continue to consider other appropriate recognition initiatives and to discuss them with us – this should be an element for discussion in the two-way communication process that exists between sponsor and beneficiary.

To make Sponsorship Report Back easier, we ask that you complete the form overleaf as the basis of your report, and return it to:

Broome International Airport
Locked Bag 4016, BROOME WA 6725
Email: admin@broomeair.com.au

SPONSORSHIP REPORT BACK

To enable us to determine the success of BIA sponsorship support in the community, we request that you complete the following form (after your event) and return it, together with any relevant supporting documentation, to admin@broomeair.com.au

NAME OF ORGANISATION _____

POSTAL ADDRESS _____

OFFICER'S NAME _____ POSITION _____

PHONE NO (s) _____

DETAILS OF EVENT / SPONSORSHIP SUPPORT GIVEN _____

REVIEW OF SPONSORED PROJECT (Details of sponsorship recognition attained \ improvement opportunities) _____

SIGNED _____ DATE _____