

The Ararat Advertiser.



Sponsorship Objectives and Criteria

Where possible we will support events, programs and organisations that achieve the following objectives within the Stawell, Horsham and Ararat regions:

- Provide social benefits to the local community
- Provide environmental benefits to the community
- Provide charitable assistance to the local community
- Provide support for not for profit organisations
- Increase awareness of our newspaper
- Position our newspaper brands positively within the local community

Our publications generally provide sponsorship support where there are mutual benefits for both parties. Benefits to our newspapers may include:

- Naming rights
- Signage opportunities
- Guaranteed advertising spend in print and/or digital
- Display and promotion of our publication brands through print, website, television and radio advertising
- Tickets
- Presentation and/or staff presence at events (such as a booth at an expo)
- Database access to allow for extra advertising features

Eligibility for sponsorship

- Applications must be for events or activities within the greater Horsham, Ararat and Stawell region
- Applications must demonstrate their benefit to the local community
- Sponsorship sought must be for a specific event and/or timeframe
- Events of a commercial nature will be given consideration based on their advertising commitment

Application process

- Formal requests for sponsorship must be made by completing the sponsorship application form on the relevant publication website.
- Sponsorship applications must be received at least 6 weeks before the event/activity commencement date.
- The application will be presented to the site management team for review.
- A response will be sent to you once your application has been evaluated. Please note: this can take up to 4 weeks.

Important Notes

- The completion of the application does not guarantee sponsorship will be granted, only that the request will be considered by the management team.
- Previous standing agreements do not guarantee sponsorship will be granted. All organisations must re-apply each year for sponsorship.
- Editorial and story placement is not guaranteed as part of a sponsorship. This is given at the editor's discretion. We recommend you send regular media releases about the progress of your event or activity to your nearest publication. If you wish to consider a paid advertising feature, particularly if your event already has established commercial support, please call your local advertising representative.

For more information please contact Elise Rohde, Sales and Marketing Support on 0432 815 022 or email

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