

# The Border Mail

## Sponsorship Objectives and Criteria

Where possible the *The Border Mail* will support events, programs and organisations that achieve the following objectives within the Albury / Wodonga region:

- 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 the *The Border Mail*
- Position *The Border Mail* brand in a positive image within the local community

*The Border Mail* generally provides sponsorship support where there are mutual benefits for both parties.

Benefits to the *The Border Mail* may include:

- Naming rights
- Signage opportunities
- Guaranteed advertising spend in *The Border Mail* print and/or digital
- Display and promotion of *The Border Mail* brand 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 Albury / Wodonga 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 Border Mail* sponsorship application form on *The Border Mail* 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 *The Border Mail* Editorial Administrator at [newsroom@bordermail.com.au](mailto:newsroom@bordermail.com.au) or phone 02 6024 0532. If you wish to consider a paid advertising feature, particularly if your event already has established commercial support, please call our Channel Manager, Deb Mosbey on 02 6024 0507

For more information please contact Deanne George, Sales & Marketing Support at *The Border Mail* on 02 6024 0528 or email [deanne.george@fairfaxmedia.com.au](mailto:deanne.george@fairfaxmedia.com.au)

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