



## **Dunedin Casino Sponsorship Criteria**

Thank you for considering Dunedin Casino as a potential sponsor for your event, fundraiser, project or initiative.

To ensure our sponsorship opportunities deliver value to Dunedin Casino key criteria have been outlined to evaluate all current and prospective opportunities presented. Our sponsorship activities are contingent upon the following aspects:

- ❖ Sponsorship provides a vehicle to communicate organisational and brand values.
- ❖ Dunedin Casino will endeavour to sponsor activities that are consistent with our marketing objectives and brand values.
- ❖ Prospective sponsorships will detail clearly stated objectives, desired outcome and measurable deliverables.
- ❖ Prospective sponsorships must aim to deliver a strong return on investment for Dunedin Casino by providing appropriate media, product placement and sponsorship leverage opportunities where possible.
  - Examples include but may not be limited to, reference to Dunedin Casino, its brand or image on; advertising copy, editorial opportunities, press releases, social media and/or website content, physical signage/displays, and all relevant promotional content and media.
- ❖ Sponsorship builds and develops the reputation of Dunedin Casino brand.
- ❖ Sponsorship provides influence, relevance and visibility intended for our target audience.
- ❖ Sponsorship provides an opportunity to allow benefits and recognition for Dunedin Casino brand, staff, customers and all parties involved where possible.
- ❖ Dunedin Casino seeks balance in our sponsorship portfolio with a combination of community-oriented and commercial partnerships.
- ❖ All sponsorship applications will be reviewed by Dunedin Casino before a final decision is made.
- ❖ We will endeavour to notify you in writing of your application outcome.

### **What we ask of a sponsored organisation:**

- ❖ Agreed benefits are to be delivered by successful applicants contingent on the terms of the contractual agreement.
- ❖ Quantified return for Dunedin Casino including profile of audience & expected audience exposure, timeline of events and quantifiable level of return where possible.
- ❖ Detailed reporting and evaluation requirements where relevant and possible.
- ❖ The chance to renew agreement where both parties see-fit opportunities for continual growth, development and success to be achieved.

We are constantly welcoming requests for sponsorship with a responsibility to the Dunedin and Otago Community. We are fully committed to our existing sponsorship portfolio upon which we are searching to build and grow to continue our presence, contribution and responsibility to relevant stakeholders.