

# General Partnership application form

Please ensure you have read through the Queensland Rail Community Partnering Program guidelines before completing this form.

Once complete, please email this form to [csr@qr.com.au](mailto:csr@qr.com.au) or post to:

CSR – Queensland Rail

GPO Box 1429

Brisbane QLD 4000

Name of organisation or group: \_\_\_\_\_

Contact person: \_\_\_\_\_ Contact number: \_\_\_\_\_

Street address: \_\_\_\_\_

Suburb/City/Town: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Email address: \_\_\_\_\_

ABN or GST registration number (mandatory): \_\_\_\_\_

Provide a general description of your organisation:

Provide a general description and overview of the proposed activity:

When does the activity occur? \_\_\_\_\_

What are the key goals you hope to achieve by conducting this activity?

What are the key operational or promotional milestones leading up to the activity?

Why do you believe Queensland Rail should partner this activity?

What value of investment are you seeking from Queensland Rail (incl GST)? \_\_\_\_\_

Are you seeking in-kind support from Queensland Rail? If yes, please provide details and an approximate value (if known):

What level of partnership are you proposing for Queensland Rail (e.g. naming rights)?

Please list the benefits Queensland Rail will receive.

What is the proposed term of the partnership (e.g. one off, one year)? \_\_\_\_\_

What other levels or options for partnership may be available to Queensland Rail should we not be able to provide the requested level?

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Has the organisation or group had previous affiliations with Queensland Rail? If yes, please provide details.

Please list any other partners that are involved. If no other partners have been secured, please outline your proposed structure.

Is there existing or previous involvement of any other transport companies in this activity?

Are there any other government agencies , statutory authorities or government owned corporations involved?

Provide some detail regarding the reach and profile of your organisation and this partnership (e.g. estimated attendance, geographical reach, target market demographics). Any market research findings would be welcomed.

Outline the details of your confirmed or proposed media partner/s and the depth and breadth of promotional coverage this partnership specifically offers to Queensland Rail.

What other benefits or other outcomes, beyond brand exposure, do you believe are available to Queensland Rail through this partnership?

How do you plan to determine the success of this activity?

What type of reporting will you provide to partners on the outcomes of their partnership?

Does the activity present any opportunities to promote rail transport as a positive alternative to other forms of transport?

Does the activity enhance the local environment around railway stations or other railway assets?

Can your activity assist us to make travel on a train a better experience for our customers?

Will Queensland Rail be able to promote increased patronage of its commuter, tourism related or event ticketing products and services?

Does the activity provide opportunity to promote safety, particularly in relation to rail usage?

How will your activity provide benefits to Queensland communities? These could be economical, environmental, social or cultural benefits.

Does the activity provide opportunities for involvement or participation of Queensland Rail employees?

#### **Your proposal**

You may attach your formal proposal to this application form or any other information you feel would help your application (any such proposal must be presented on organisation/group letterhead).