Downtown Toyota

TOYOTA

Sponsorship Application Form

Thank you for considering to partner with Downtown Toyota.
Please take the time to fill out our Sponsorship Application form, once completed please email to marketing@downtowntoyota.com.au

Name of organisation: _____

Duration of sponsorship/event: _____

Date of event (if applicable): _____

Value for Downtown Toyota to contribute: $ _____

What can be offered in return? (please tick where applicable)

- ☐ Logo placement. If so, where? _____
- ☐ Link to Downtown Toyota on website?
- ☐ Downtown Toyota Company Profile on website?
- ☐ Promotion of Downtown Toyota on social media?
  If so, which platforms and current total audience
  - ☐ Facebook # _____
  - ☐ Twitter # _____
  - ☐ Instagram # _____
  - ☐ LinkedIn # _____
  - ☐ YouTube # _____
  - ☐ Other _____
- ☐ Placement of Downtown Toyota signage. If so, where? _____
- ☐ Access to e-newsletters or the organisation's email database?
- ☐ Other:

_____

Contact Details

Name: _____

Phone: _____

Email: _____

Downtown Toyota

753 Wynnum Road,
Morningside QLD 4170
T 07 3896 0100
F 07 3399 6966

306 Tingal Road,
Wynnum QLD 4178
T 07 3396 6655
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68 Freight Street,
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E downtown@downtowntoyota.com.au
downtowntoyota.com.au

PO Box 100, Morningside
Brisbane QLD 4170

ACN 127 812 604 ABN 29 127 812 604

OH WHAT A FEELING

Downtown Toyota

Sponsorship Alignment & Compatibility		
Evaluation & Criteria	Description	Applicant's Response
Brand Alignment	Please describe your organisation's brand values and address how these relate or align to the brand values of Toyota and Downtown Toyota.	
Target Audience Alignment & Size	Please describe your organisation's target audience. This may be split into participants, attendees, spectators or other groups that your organisation appeals to. Please include demographic information.	
Motor Vehicle Overview	Please describe which manufacturer's vehicles are owned by key stakeholders in your organization, and if there are any reasons why e.g. luxury, style, affordability etc	
Reputation	How long has your organisation been established? How would you describe your reputation in your community? Are there any examples of positive impact that you can give?	
Exposure	Please provide detail on the exposure levels Downtown Toyota will receive. Signage: Where and for how long? Logo placements, example website, venue, etc.	
Communication Channels	What established communication channels does your organisation have; and what access will be granted – e.g. database, media partnerships, social media, newsletters.	
Time in market	Please describe the time that your organisation is active – i.e. weekly, fortnightly, monthly, quarterly, annually	
Measurement	Please suggest ways that you believe our relationship could be measured eg: sales leads, audience numbers, likes on Facebook / Instagram	
Other partners	Please advise of any existing partners and your sponsorship structure. Where would a partnership with Downtown Toyota fit?	
Supporting material	Please attach partnership proposal details and the benefits offered, and the investment you are seeking.	

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