

# Sponsorship Guidelines

## Sponsorship Contact

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## SPONSORSHIP OBJECTIVES

- Increase brand awareness of Screenrights and enhance understanding of our services
- Support opportunities that develop and strengthen relationships with existing and potential members
- Build relationships with influential decision makers such as government, educators, screen industry, and special interest groups
- Support our members' businesses and collaboration opportunities

## SPONSORSHIP CHECKLIST

- Key details: what, when, where and who is the target demographic
- Amount requested including a breakdown of how the funds will be utilised
- List of benefits to Screenrights including requirements, e.g. signage
- Dedicated contact to ensure all benefits delivered
- Identification of opportunities to involve Screenrights staff
- Post-event: detailed sponsorship report

### Screenrights

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