

# Sponsorship Guidelines

**Sponsorship Contact**  
Sarah Steel  
Head of Marketing &  
Industry Support  
sarah@screenrights.org

## 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

Level 1, 14 Myrtle Street  
Chippendale NSW 2008

GPO Box 3841  
Sydney NSW 2001  
Australia

### Australia

Phone +61 2 8038 1300

### New Zealand

Freephone 0800 44 2348

### Email

info@screenrights.org

### Website

screenrights.org

**screenrights**