

Toyota Dealership

Online Sponsorship Application Form

| Evaluation criteria | Description | Partner Response |
|------------------------------------|--|------------------|
| Brand alignment | Please describe your organisations brand values and address how these relate or align to the band values of Toyota and our dealership? | |
| Target audience alignment and size | Describe your organisations target audience. This may be split into participants, attendees, spectators or other groups that your organisation appeals to. Please include demographic information E.g. male and female split, age, geography as well as estimated numbers of each group. | |
| Motor vehicle overview | Please describe which manufacturers vehicles are owned by key stakeholders in your organisation, and if applicable the businesses owned by the key stakeholders. | |
| Reputation | How long has your organisation been established? How would you describe your reputation in the community? Please provide examples of your involvement and positive impact on the community. | |
| Exposure | Please provide detail on the exposure levels our dealership will receive. Signage, where and for how long. Logo placement examples website, venue etc. | |

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| <p>Communication channels</p> | <p>What established communication channels does your organisation have and what access will we be granted? E.g. database, media partnerships, social media.</p> | |
| <p>Time in market</p> | <p>Please describe the time that your organisation is active. E.g. weekly September – April, annually in August.</p> | |
| <p>Measurement</p> | <p>Please suggest ways that you believe our relationship could be measured? (E.g. sales leads, audience numbers)</p> | |
| <p>Other partners</p> | <p>Please advise of any existing partners and your sponsorship structure. Where does this partnership fit?</p> | |
| <p>What type of support are you after?</p> | <p>Please attach a partnership proposal that details the benefits offered and the investment you are seeking.</p> | |