

# HACC Sponsorship Template

## Support for State Conferences or Symposiums

Your application should address each of the following points.

### 1. Background/Rationale

Provide a brief explanation of the context in which the conference or symposium will take place. Outline what events or actions have occurred to give rise to this planned activity.

### 2. Objectives

These should be clear, concise and achievable outcomes that are capable of being measured, tracked or evaluated. Explain how the objectives align with HACC program objectives, policy frameworks, or priorities/themes.

### 3. Target audience

Clearly identify a defined audience or set of audiences and demonstrate how the objectives relate to them.

### 4. Message

What are the key facts, thoughts or ideas that this activity seeks to impart? What are the facts or impressions most crucial to achieving the objective?

### 5. Conference components

What elements comprise the communications activity? What media/tools will be used? What disciplines (for example, PR, event management, advertising, direct marketing) are to be employed? Will an agency or other supplier be engaged to assist in any part of preparing or implementing the plan? Has a flyer been developed, attach it to your request for consideration. Are they environmentally and socially responsible? How will the HACC Program's contribution be recognised?

### 6. Use of resources/budget

What is the total cost of the conference? How much funding is your organisation seeking? Has your organisation approached other sponsors? If so, please provide details of organisation you have approached.

### 7. Timing

When is the conference likely to begin? How long will it run? What other relevant activities or events will coincide with this conference or symposium? Where will it be held.

### 8. Evaluation

How will the conference or symposium be measured against its objectives? What methods, qualitative and/or quantitative, will be employed to assess the performance of the conference or symposium? What benchmark (for example, results of previous similar or comparable activity) can you use to assess the success or otherwise of this conference or symposium?