

# Sponsorship Request Form

All sponsorship applications must include the following:

- a cover letter
- formal sponsorship submission, detailing your proposal
- the completed sponsorship application form below.

We assess each application against our sponsorship objectives. Where funding is available, proposals that meet our selection criteria will be recommended for approval.

You may need to attend a briefing with us to discuss details of your application. This may or may not result in a successful application.

Even if a sponsorship application fits our criteria, we have complete and final discretion in the decision to undertake any sponsorship. Unfortunately, the number of applications always exceeds the funds available. Worthwhile programs cannot be guaranteed support regardless of merit.

Please email this completed form with the other documentation to [sponsorships@henderson-group.com](mailto:sponsorships@henderson-group.com). Alternatively post to: Sponsorship Department, Henderson Group, 49 Hightown Avenue, Mallusk, BT36 4RT. All requests will be informed of a decision within 28 days. All requests must be submitted at least 3 months in advance of the event.

<b>Introduction</b> General introduction to your application	
<b>Organisational profile</b> An overview or profile of your organisation	
<b>Name of Key Contact:</b>	
<b>Sponsorship event/program title</b> Name of sponsorship event or program	
<b>Sponsorship event/program details</b> Specific details of the sponsorship event or program, including: date(s); location; description; scope; coverage; aims and desired outcomes; target audience; logistics; and any other details relevant to your application	

<p><b>Benefits to Henderson Group</b> Comprehensive list of benefits to Henderson Group offered by the sponsorship of the event or program</p>	
<p><b>Marketing/media plan</b> A detailed outline of the marketing and media plans associated with the sponsorship event/program</p>	
<p><b>Measurement of outcomes</b> An outline of the measures and processes you will use to evaluate the progress/success of the sponsorship relationship with Henderson Group</p>	
<p><b>Budget</b> A detailed budget for the event or program, including a breakdown of how funds would be spent</p>	
<p><b>Other sponsors</b> A list of existing and other target sponsors (corporate and media), partners and associated organisations for the sponsorship event/program</p>	
<p><b>Insurance coverage</b> Details of your relevant insurance coverage associated with the sponsorship event/program</p>	
<p><b>Other information</b> Any other information relevant to your application</p>	

