



Kingfisher Bay Resort
Fraser Island

SPONSORSHIP AND PRIZE REQUEST GUIDELINES

Kingfisher Bay Resort is one of the largest employers in the Fraser Coast region and is the largest community on Fraser Island. Resort management recognise that support of the local community is instrumental in the ongoing success of the resort.

We are committed to continuing the company's record as a patron of many charity, cultural and community activities in the Fraser Coast region and South East Queensland.

Kingfisher Bay Resort supports many community projects and traineeships for local students. For example, an industry-training scheme is in place with the Hervey Bay and Urangan High Schools. Regular intakes of hospitality course students have work experience at the resort. This regularly leads to employment within the Kingfisher Bay Resort Group.

However due to the large number of proposals we receive, it is difficult for us to accept every idea presented to us.

Please find below a series of guidelines to help you submit a proposal that meets our needs.

In general:

- Kingfisher Bay Resort has a policy of not offering cash sponsorships;
- All requests must be in writing and can be emailed (marketing@kingfisherbay.com);
- We do not sponsor individuals, political or religious proposals;
- We prefer to support local or Fraser Coast regional events;
- We generally require a minimum a four week lead-time;
- Logo exposure is not the primary goal of sponsorship, it is considered a bonus.
- Not all proposal will be accepted and a sponsorship option provided.

Your proposal should:

- Provide a natural synergy with Kingfisher Bay Resort's entertainment, ecotourism, touring and/or accommodation facilities;
- Provide mainstream broadcast/print media exposure (logo exposure is considered a bonus) or enhance our company's profile within the community;
- Provide creative ideas for maximising promotion;
- Specifically target our primary target markets (listed below);
- Include an option with access to membership database (in accordance with privacy laws);



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Mandatories:

- Overview of your event/marketing plan - including what is and is not confirmed and objectives and strategies;
- Details of your specific target market;
- Number of sponsors that have been approached and/or list of sponsors who have committed to date;
- A list of commercial benefits, including how they relate to Kingfisher Bay Resort and our services;
- Timeline (including any relevant deadlines);
- Your credentials.

Evaluation Process:

- All proposals must be received in writing. These will then be reviewed by our Marketing team (usually within 2 weeks of receiving information) to assess suitability, feasibility, and resources required to manage the event. Proposals must be on company or the organisation's letterhead (where possible) and be addressed to:

Marketing Department
Kingfisher Bay Resort
GPO Box 913
Brisbane Q 4000
Email: marketing@kingfisherbay.com

Target markets:

Queensland, interstate and international travellers. Independent and group travellers comprising:

- Adventure enthusiasts
- 4WD owners
- Nature enthusiasts
- Conference and Incentive market
- Weddings and Honeymoons
- Special Interest Event attendees i.e. Bird Week