Sponsorship Request Form

At Kpat Hotels, we create venues that celebrate the unique character and heritage of each community we serve. With a deep respect for local, we embrace the flavours, stories and spirit that make every place distinctive, and deliver authentic experiences defined by genuine hospitality.

Sponsorships with Kpat Hotels

Kpat Hotels has a proud and rich heritage of partnering with community and sporting groups to benefit the local communities which we serve. We always welcome applications that strongly align to our venue brands and our values whilst delivering benefits for both parties.

Sponsorships available

Kpat Hotels will consider monetary and in kind requests.

How to apply

To have your proposal considered for sponsorship, please review the following information:

01 Review the requirements below.

02 Complete all sections of the form (incomplete forms cannot be accepted).

03 Return the form to **marketing@kpat.com.au** with any accompanying proposal documentation and we'll be in touch soon.

WHAT WE LOOK FOR

We look for the following in partnership

- Opportunities to support the local community and community groups in locations we operate in
- Clear and outlined benefits which are measurable
- Opportunities which help boost venue awareness and footfall amongst our target market
- Opportunities that result in events and function bookings, or accommodation and room bookings
- Opportunities which allow us to tell audiences more about our venues, food and beverage offering and customer experience
- Events and activities with few sponsors, or where Kpat Hotels or a venue brand may be the only sponsor
- If there are multiple sponsors, we look for category exclusivity
- Opportunities to build on a relationship to achieve Kpat Hotels strategic goals and objectives
- Well organised opportunities with a dedicated team member or team focused on providing meaningful value, so the Kpat Hotels team can focus on collaboration rather than following up on undelivered commitments

Branding of sponsored programs

The use of the Kpat Hotels name, logo, trademarks or brand assets, or any of our venues' names, logos, trademarks or brand assets, is governed by brand guidelines and must be approved before being used. Please always reach out to our team at **marketing@kpat.com.au** for required information and assets.

To assist us in evaluating your sponsorship request, please complete this application form and submit it to **marketing@kpat.com.au**. Please attach any supporting proposal documents.

SECTION 01

About the organisation

Name of organisation			
Registered address			
Suburb / town			
State		Postcode	
Postal address (if different from above)			
Contact name			
Contact number			
Email address			
Website			
What is the nature of the organisation?			
What are the principal activities of the organisation?			
When was the organisation established?			

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SECTION 02

The opportunity and sponsorship details

Which venue are you seeking to align with?

Do you have a relationship with any employee of Kpat Hotels?

Please outline the details of your event or program

What is the proposed sponsorship amount?

$

Who is the target audience?

How many people do you expect to reach?

What geographical regions will the sponsorship impact?

What are the start and end dates of this sponsorship?

Has Kpat Hotels (or one of our venues) sponsored this event before?

If so, when?

How many times?

Please attach any supporting evidence to show the success of this sponsorship in the past

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SECTION 03

Opportunity benefits

List the benefits available to Kpat Hotels	
List anything you would require from Kpat Hotels (other than monetary support)	
How will this organisation or event be promoted?	
What is your total social following?	
What is the number of unique visitors you receive on your website or event page per month?	
What media exposure do you expect (if any)?	
Will there be other sponsors?	
Who are your current or previous sponsors?	

SECTION 04

Brand value and alignment

How does your sponsorship proposal align with Kpat Hotels' community values and support us in increasing venue visibility?	
In what ways can your sponsorship activation directly drive traffic to our venues and engage local audiences?	
How will your proposed sponsorship showcase and enhance the guest experience at a Kpat Hotels venue?	

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