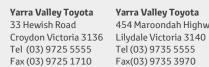


## Yarra Valley Toyota Online Sponsorship Application Form

<b>Evaluation Criteria</b>	Description	Response
Brand Alignment	Please describe your organisations	·
	brand values so we can understand	
	how these relate or align to the band	
	values of Toyota and the dealership	
Target audience alignment &	Describe your organisations target	
size	audience. This may be split into	
	participants, attendees, spectators or	
	other groups that your organisation	
	appeals to. Please includes	
	demographic information e.g. male	
	and female split, age, geography as	
	well as estimated numbers of each	
	group	
Reputation	How long has your organisation been	
	established.? How would you	
	describe your reputation in the	
	community? Any examples of	
	positive impact your can provide?	
Exposure	Please provide detail on the exposure	
	levels our dealership will receive and	
	the reach and duration of this	
	exposure.	
Communication channels	What established communication	
	channels does your organisation	
	have and what access will we be	
	granted. E.g. database, media	
	partnerships, social media	
Time in Market	Please describe the time that your	
	organisation is active e.g. weekly	
	September – April, annually in August	
	etc	
Measurement	Please suggest ways that you believe	
	our relationship could be measured?	
	For example, sales leads, audience	
	numbers	
Other partners	Please advise any existing partners	
	and your sponsorship structure,	
	where does this partnership fit?	





Yarra Valley Toyota 454 Maroondah Highway Tel (03) 9735 5555 Fax(03) 9735 3970

