

## Yarra Valley Toyota Online Sponsorship Application Form

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

