

Bord Gáis Energy Sponsorship Application Form

The following information will be required by Bord Gáis Energy to enable a fair and thorough evaluation of your proposal:

Your Organisation

1. Name of your organisation

Tax Number: (or similar) _____

2. Contact person

Name of contact _____

E-mail address _____

Position or job title _____

Postal Address _____

Telephone and Fax _____

Mobile telephone _____

Web Address (URL) _____

3. Name and title of most senior officer of the organisation

4. What is the primary purpose or function of your organisation?

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5. How long has your organisation existed?

6. Internal resources and skills

If applicable, briefly describe your organisation's event management resources, skills and experience, and/or technical expertise that will be used on this project.

7. What is the nature of the support you are seeking from Bord Gáis Energy?

8. Which of the following would best describe the area of potential benefit of your project?

(Please tick at least one box)

- | | | |
|--|---|---|
| <input type="checkbox"/> A specific individual | <input type="checkbox"/> Specific community group | <input type="checkbox"/> Local suburb or town |
| <input type="checkbox"/> Local region | <input type="checkbox"/> National/All of Ireland | <input type="checkbox"/> International |

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11. Other supporters

Have you sought similar support from National, State or Local Government, other divisions of Bord Gáis Energy, other businesses or organisations, individuals or the general public?

Yes No

If so, what percentage of the overall cost is your request from Bord Gáis Energy?

12. Category

Please indicate the category for which you seek support:

- | | | | |
|---|--------------------------------------|------------------------------------|--------------------------------|
| <input type="checkbox"/> Youth | <input type="checkbox"/> Education | <input type="checkbox"/> Health | <input type="checkbox"/> Sport |
| <input type="checkbox"/> Arts & culture | <input type="checkbox"/> Environment | <input type="checkbox"/> Community | |

(please describe) _____

Other (Please describe) _____

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Person, Function, Event or Product Description

13. Description of the property/opportunity

Please describe the nature of the property for which support is requested, or how the funds will be used:

14. Aim/Community Benefit

What benefits to the community/stakeholders do you hope to achieve with the sponsorship?
(Your aims must be specific, clearly achievable and described in measurable terms).

15. Event details (Fill out only if applicable to your sponsorship opportunity, if not please skip to Q18)

Is this a one-off event, or does it occur regularly? If more than once, how often and when did it begin?

Where will the event be held? _____

Will it be televised? Yes No
(please tick one box)

What are the date(s), time and duration of the sponsorship requested? _____

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Benefit to Bord Gáis Energy

19. Benefit to Bord Gáis Energy

In general terms, describe the potential benefits for Bord Gáis Energy if we were to enter into a sponsorship with your property?

20. Rights

Specifically, describe the rights and benefits being offered? Please provide a full description of the levels of sponsorship available, their cost, and the benefits each level provides to the sponsor in terms of exclusivity, branding, signage, media coverage, entertainment, promotional opportunities, etc.

21. What opportunities will we have to engage our own employees?

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22. Commercial opportunity (If relevant)

Describe how you see the potential for this sponsorship to grow Bord Gáis Energy's product sales or services.

23. Reputation

Describe how you believe involvement with your property will enhance Bord Gáis Energy's key brand values of Empathy, Honesty & Integrity, Guidance, High Performance, Proactivity and Safety:

Results

24. Outcome

How will the final outcome be measured and reported? Please nominate specific measurable targets.

25. Media

What level of media coverage is expected?

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26. Promotion/Marketing commitment

Briefly describe plans for promoting your property.

27. Other

Please attach or indicate any other material that you believe will be helpful in evaluating your application.

When you have completed the form please email it to **sponsorship@bordgais.ie** along with your proposal and we will contact you directly. Or alternatively, you may print the form and post it along with your proposal to: **Sponsorship Department, Bord Gáis Energy, Foley Street, Dublin 1, Ireland.**

Thank you for completing this sponsorship application form.