

SPONSORSHIP APPLICATION FORM AND CHECKLIST



Powering the sustainable
development for our Kingdom

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Sponsorship checklist

Sponsorship proposals **must** include the following information:

- ┆ Description and background of the event/activity/opportunities
- ┆ Date, location and timeframe
- ┆ Level of financial or in-kind support being sought
- ┆ Information on participants and attendees
- ┆ Estimated number of attendees
- ┆ Overview of marketing plan
- ┆ List of other sponsors
- ┆ A comprehensive listing of benefits, including opportunities for Tonga Power Limited's staff
- ┆ Timeline, including important deadlines

Sponsorship proposals **should** also provide some of the following benefits:

- ┆ Naming rights or financial services category exclusivity
- ┆ Product placement (using our product/s in a meaningful way as part of the event/activity)

Sponsorship application form

If you believe your sponsorship meets the above criteria please send your proposal along with the below completed form to sponsorship@tongapower.to. Applications should not exceed the two pages provided.

The following questions are indicative of those Tonga Power Limited considers when evaluating sponsorship proposals.

1. Description of the organization to be sponsored and its key objectives

2. Description of sponsorship (briefly describe the nature of the activities for which the sponsorship is being sought; please specify date/s if the sponsorship relates to an event)

3. Please outline the details of the sponsorship (define the key benefits that the Company is being offered, e.g. logo on promotional material, merchandise, media opportunities)

4. How will the sponsorship funds provided by Company predominantly be utilized?

5. What is the maximum number of sponsors who could be involved and what are the levels/hierarchy?

6. Are there other sponsors of this event/organisation? If so, please specify who and their level of sponsorship.

7. Are there any in-kind requirements relating to this sponsorship (e.g. utilisation of Tonga Power assets, staff and merchandise)? If so, please advise what the requirements are.

8. Is the activity a once-off or reoccurring (ie annual, biannual) event?

9. Are there opportunities for Tonga Power Limited staff participation? If so, please explain.
