

Sponsorship Reporting Framework

As noted in the 2022-23 Sponsorship Policy, the objectives of Ginninderry's Sponsorship Grant is to:

- Contribute to and support the community in which we operate to build social capital within West Belconnen and adjacent areas
- Encourage development of local sporting, arts and other community groups as a way of increasing social cohesion
- Pursue opportunities for industry partnerships that will facilitate innovation
- Provide opportunities to achieve and highlight the project's environmental and sustainability aims

As such, the below outlines a Reporting Framework that Ginninderry requires at the conclusion of the Sponsorship period.

- a) Meeting Sponsorship Commitments
 - How the initiative met Ginninderry's Sponsorship Objectives
 - Example of how the specific commitments within the Sponsorship Approval Letter was achieved
- b) Social Impact
 - Describe how Ginninderry's funding directly and indirectly impacted the local community
- c) Brand Impact
 - Digital
 - » Reach and engagement (social media, website, email, media releases, etc.). For example:
 - (1) Social Media: post
 - (2) Website: views where Ginninderry logo is seen
 - (3) Media Release: link(s) to online articles
 - (4) Email: database, open rate, click-through-rate
 - Physical
 - » Reach and engagement (events, newspaper articles, etc.). For example:
 - (1) Event: how many people attended where Ginninderry branding was present
 - (2) Newspaper: clippings of print articles
 - (3) Distribution of branded products