



Southern Cross
University

Sponsorship

Evaluation tool



At Southern Cross, we seek to drive sustainable, long-term partnerships with a shared vision and goals.

We welcome collaborations that have a positive impact on our communities and create meaningful opportunities for engagement with current and prospective students locally, nationally and globally.

The Southern Cross University Sponsorship Evaluation Tool is connected to our Sponsorship Framework which identifies four key areas that form the foundation of our partnerships:

Align - synergy with strategic goals, direction and outcomes

Connect - opportunities for engagement with students and staff

Reach - connection with relevant audience groups through numerous channels

Impact - positive social, economic and environmental outcomes locally, nationally and globally.

Each area includes a corresponding set of requirements that help to navigate decision making and provide our partners with a clear direction and understanding of our purpose.

Our partners help drive our vision to be Australia's engaged university where impact occurs, ideas matter and careers are created.

Who should use this tool?

Anyone submitting a sponsorship proposal would benefit from using this tool, to ascertain the potential of the sponsorship opportunity as it relates to our requirements. It can provide direction for the development of proposals and identify ways to strengthen new and existing partnerships.

How to use this tool

Provide a response to each question by marking the corresponding box. Each response will be automatically calculated to provide you with a total score and recommendation for the sponsorship.



Sponsorship Evaluation Tool

Align

Disagree Somewhat Disagree Don't Know Somewhat Agree Agree

The opportunity is consistent with the University's brand attributes and core values

The sponsorship will support the strategic vision and goals of Southern Cross University

The sponsorship represents a valuable university relationship and connections within the broader community

The partners are willing to share ideas and resources to fulfill the goals of the sponsorship

The perceived benefits of the partnership outweigh the perceived costs

Connect

Disagree Somewhat Disagree Don't Know Somewhat Agree Agree

The sponsorship provides work experience and/or internship opportunities for students

There are promotional or in-kind benefits for staff and students

The sponsorship presents opportunities to enhance or integrate into the curriculum

The sponsorship promotes community support through activities like volunteering

The sponsorship provides opportunities to connect with primary and high schools



Sponsorship Evaluation Tool

Reach

Disagree

Somewhat
Disagree

Don't
Know

Somewhat
Agree

Agree

The sponsorship provides broad market reach

There are opportunities to generate connections with potential students

The sponsorship provides high profile brand exposure

The sponsorship provides access to database communications

There is significant presence in advertising and publicity relating to the sponsorship

Impact

Disagree

Somewhat
Disagree

Don't
Know

Somewhat
Agree

Agree

The sponsorship benefits the local community

There are opportunities for national and international exposure

The sponsorship presents potential research opportunities

There is benefit to existing initiatives and activities

The sponsorship meets the cultural, environmental and sustainability standards of the University



Sponsorship Evaluation Tool

Your results

Aggregate Score

Align

Connect

Reach

Impact

Total Score

What your score means

0 - 20

This sponsorship doesn't present a strong value proposition

21- 40

This sponsorship would require considerable development

41 - 60

This is a sponsorship with potential for further development

61 - 80

This sponsorship presents a good case for consideration
