



Sponsorship Report

A sponsorship report is completed by the sponsored party and provided to WesCEF at conclusion of the event/activity (for single events) or periodically (for on-going sponsorships) as advised in the agreement.

The sponsorship report must outline:

- names and addresses of parties to the sponsorship;
- name and contact details of the WesCEF contact;
- the organisation/event/activity being sponsored;
- achievement of sponsorship benefits offered to WesCEF;
- a summary of how sponsorship funds are being allocated (ie promotion and marketing, administration, direct community benefit) to meet WesCEF's external reporting requirements;
- performance relating to the organisation/event/activity being sponsored;
- management of any identified risk, liability and/or conflict of interest; and,
- remaining sponsorship obligations where applicable.