



HEALTH PROMOTION SPONSORSHIPS – OVER \$5,000

REPORTING GUIDELINES

Please quote your 5-digit project number and if your project is funded for more than one year, please state the year of the current sponsorship covered by this report (year 1, 2 or 3).

PROJECT REPORT

Please provide a short report on your Healthway sponsorship using the following as a guide to ensure the appropriate information is provided **Use brief point form where appropriate:**

Event and Program

- Briefly describe the activitie(s)/event(s) your organisation conducted as part of the sponsorship. Include specific reference to location, attendance numbers (participants and spectators) and the number of attendees from Healthway priority population groups. Compare actual numbers with the anticipated reach figures in your application to Healthway. If there were any circumstances which led to reduced numbers being achieved, please highlight them.

Healthy Environment

- Comment on your adherence to Healthway's Minimum Health Policy requirements.

Health Message Promotion Strategies

- Please include measures of reach for print media, TV and radio coverage and all forms of digital media, where the health message has been promoted. For digital media include number of unique views, number of followers, number of likes and number of messages posted relating to the health message.
- Using the Sponsorship Leveraging Plan as a guide detail the strategies implemented and provide evidence of health message promotion, including but not limited to the following:
 - A selection of artwork or copies of marketing materials which promote the health message, including numbers produced and methods of distribution.
 - A selection of artwork or copies of advertising and press coverage related to the sponsorship, where there is mention or promotion of the health message.
 - A selection of online and social media material and statistics including but not limited to; screen shots of website acknowledgements and social media activities.
 - A selection of photographs or video taken at the event/program, where these clearly show the health message being promoted through signage, merchandise, clothing or other promotional strategies implemented.
 - A small selection of photographs of activities that may give an overall impression of the event.

FINANCIAL REPORT

(Note: Financial Reports are not required in all instances. Check the Sponsorship Agreement to ascertain the Financial Report requirements)

- Where a budget is included in the Sponsorship Agreement, the financial report will consist of a statement showing actual expenditure against the approved budgeted line items and is signed by the Chief Executive Officer/General Manager or equivalent of the organisation.
- Where a budget is not included in the Sponsorship Agreement but a financial report is required, this will consist of a Profit and Loss or Income and Expenditure statement for the organisation that clearly shows the sponsorship consideration received and is signed by the Chief Executive
- In some instances annual audited financial statements will also be required. These should be provided on a date agreed with Healthway or as soon as possible after their completion.