# ATTACHMENT 1: auDA Co-Marketing and Innovation Program Application Form\*

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| **Applicant information** |
| **Registrar name** |  |
| **Registered address** |  |
| **ABN/ACN** |  |
| **Application prepared by** | *[Name, Role]* |
| **Project information** |
| **Funding amount requested:** | *(amount in $AUD, inclusive of GST.)* |
| **Project description/overview.** *(Provide a summary of project. Who is the target audience/segment and why? What is the campaign concept? Are there any product offers? How will the audience be reached?)* |
|  |
| **Project objectives.** *(What do you hope to achieve by undertaking this project? What are your targets?)* |
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| **Project KPIs/success measures** *(How will the outcomes of the project be measured?)* |  |
| **Total project budget** *(What is the total budget for the project and to what activities is it allocated?)* |  |
| **Suppliers** *(Please list each external supplier including their ABN where applicable, and reasons selected. Please indicate if supplier quote is attached)* |  |
| **Project timeline***(What are the proposed key milestones for the project?)*  |  |
| **Support of CMIF objectives***(What CMIF objectives will this project aim to support and how?)* |  |
| **Signed** |  |
| **Date** |  |

## Guidance for completing the application form

All applications are to be submitted via email to the CMIP Committee via: cmip@auda.org.au.

Applicants are encouraged to discuss their proposed project with auDA's Marketing Manager prior to submitting their application, though this is not a requirement. The CMIP Committee is prepared to work with applicants to finalise applications.

Applicants must use the Application Form in Attachment 1 for their initial application for any type of funding under the Project.

Registrars should demonstrate Program objectives, outcomes sought, evaluation criteria and co-funding requirements in their applications.