# **BROADCAST PROPOSAL FORM**

Tourism Western Australia (Tourism WA) has set criteria to assess the suitability and return on investment (ROI) of investing in marketing opportunities in existing television broadcast programs to promote the destination.

Please complete **all** questions below and return to Tourism WA for consideration.

While we endeavour to respond as early as possible, please allow up to six weeks for assessment.

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**DETAILS:**

**Project name:**

**Production company: ABN:**

**Production company profile:**

**Contact name and title:**

**Phone number: Email:**

**CHECKLIST:**

Please make sure you have attached the following documents:

[ ]  Completed proposal form

[ ]  Broadcast proposal

[ ]  Marketing plan

[ ]  Relevant media kit for talent

**PITCH:**

|  |  |
| --- | --- |
| **Description of project** | *Project outline* |
| **Pitch** | *Details of offer to Tourism WA (ie 1x WA-focused episode, 2x social posts etc)* |
| **Audience number from previous series** | *Please note if this is a new series* |
| **TWA ask** | *Financial and non-financial request for support from Tourism WA – please be specific* |
| **Production company investment** | *Financial and non-financial* |
| **Other funding sources** | *Are there any other bodies / organisations providing funding for the WA component? Please detail.* |
| **Extension opportunities** | *Publication partnership, booking platforms etc* |
| **Marketing** | *Please attach a copy of your marketing plan* |

**FILMING:**

|  |  |
| --- | --- |
| **Proposed WA filming locations** |  |
| **Is the series exclusive to WA?** | *Yes/No – if no please include list of other locations to be included* |
| **Proposed WA filming dates** |  |
| **Crew numbers** |  |
| **Network** | *Please note, you* ***must have*** *a confirmed network for further consideration* |
| **Airing dates and timeslot** | *Please note, you* ***must have*** *a confirmed timeslot for further consideration* |

**TALENT:**

|  |  |
| --- | --- |
| **Does the on-screen talent and/or voice over talent have a tradition and/or social media presence?** | *If so, who? Please insert details* |
| **Can this talent be leveraged by Tourism WA?** | *Please provide a media kit, highlighting social media demographic and figures* |
| **Any talent / interview requirements?** | *Interview requests for West Australian tourism operators etc* |

**TOURISM WA INVOLVEMENT:**

|  |  |
| --- | --- |
| **Can you commit to using Tourism WA key messaging in program?** | *Yes / No* |
| **Does Tourism WA have the right to review and edit content that is factually incorrect?** | *Yes / No* |
| **Does Tourism WA have oversight of the end product, prior to broadcast?** | *Yes / No* |