



Sponsorship Guidelines

Bundaberg Distilling Co receive many requests every day for donations and support from a wide variety of organisations and individuals.

Each request is carefully assessed to determine if it meets Bundaberg Distilling Co's sponsorship, marketing and community objectives. Subsequently, we are unable to proceed with requests for support that do not fit within these objectives. In addition, budgetary constraints limit the number of opportunities that we can undertake.

All sponsorship applications are evaluated according to the criteria set out below which you should respond to in your proposal. It takes three to four weeks to assess applications and a response will be sent to you once your proposal has been evaluated.

CRITERIA

Details of the Sponsorship/Event

- Business/Event details (name/address/phone/email);
- Contact person (address/phone/fax/email) and relationship to event (i.e. agency/contractor/event manager);
- Describe the type of business/event (i.e. is the event a one-off, fixed location or national tour);
- If applicable, include a program of events.

Sponsorship Details

- Executive Summary (summary of your proposal);
- Proposed date and corresponding location of the event/activity.;
- Record the requested sponsorship amount and the period over which the sponsorship will be conducted;
- Who are the other sponsors?
- Is your proposal targeted at Bundaberg Distilling Co or a specific brand (i.e. Bundaberg Red, etc.)?
- Record the expected/actual number of visitors;
- Any other relevant information.

Sales

- Is exclusivity in the product category being offered?
- List number of sales outlets at the event/venue;
- What is the likely commercial benefit to Bundaberg Distilling Co?

Media

A full list of media benefits (i.e. print, radio, television, Internet coverage).

Hospitality

A full list of hospitality benefits (i.e. tickets to events/functions).

Leverage

List two ways in which Bundaberg Distilling Co can leverage this sponsorship opportunity.