



ALMOND BOARD OF AUSTRALIA

Sponsorship/Donation Request

Sponsorship plays a valuable role in the promotion of the Australian Almond Industry and support for the communities in which we operate.

Each year the Almond Board of Australia receives many requests for assistance and unfortunately we cannot support all of the applications with the limited resources that are available. Only proposals that deliver benefits that align with the direction of our organisation are progressed to evaluation.

Applications are reviewed on individual merit and we only consider proposals that meet the sponsorship requirements below. Applications that do not meet our requirements will not be assessed and we will be unable to provide you with a response.

All applications must include the following:

- What the concept or event is and the key opportunities for us
- How we can use the sponsorship and benefits to connect to our target market
- List of any other sponsors involved
- Timelines including important deadlines
- Key contact information for your organisation
- Our process for consideration

Proposals are received by the Almond Board of Australia Communications Manager and are reviewed to see if they meet our requirements.

Successful proposals are then reviewed by the Marketing Program Manager to assess suitability, feasibility and resources required (human and monetary) and for approval.

We commit to responding to each suitable request within three weeks of submission.

Whilst we are always open to suitable requests we will not always be able to help.

Sponsorship categories

We accept sponsorship applications from the following categories:

- Commercial programs (including sporting requests)
- Health and Wellbeing promotional opportunities
- Art and cultural related events

What we do not support

As you can imagine we receive many requests for sponsorship, support, prizes and assistance. While we would like to help everybody we simply cannot, as we have a broad program of activities that we are currently committed to.

We consider proposals in all categories except those associated with the following:

- **High risk sports** — as safety is our number one priority, we do not provide sponsorship for high-risk sports.
- **Community fundraising** — fundraising is an integral part of the activities undertaken by many schools, churches, societies, clubs and community organisations. We would like to help but it is too difficult to

justify assisting one without assisting all requests, so we are unable to donate goods or services to community fundraises (e.g. fetes, trivia nights, auctions) at this time.

- **Sporting teams and individual athletes** — only on rare occasions do we provide sponsorship for sporting teams and individual athletes. In most cases, we are unable to provide sponsorship for junior or social sports teams and clubs or for individual athletes.

We also do not sponsor:

- Organisations or events that go against our values and business needs.

Our criteria

When we review a sponsorship opportunity we use the following criteria to guide each application through the assessment process:

CREATION OF LONG TERM VALUE

- The opportunity should deliver long term value to the Australian almond industry
- The potential to leverage the sponsorship with additional investment
- The potential for long term, sustainable partnership or relationship

BRAND FIT AND EXPOSURE

- Our goal is to partner with organisations and events that are a strong, natural match to our values and positioning.

REACH

- The sponsorship must provide the ability to reach targeted audiences and build long term relationships

LOCATIONS

- Only requests from Australian companies or groups are considered

Timeframes

Each request we receive takes time to review and process. Please allow three weeks for us to respond to your request.

How to submit

All sponsorship requests must be submitted via this Sponsorship application form.

Thank you for your interest in Almond Board of Australia sponsorships.

If you would like to make an application for support, please fill in the form below and we will endeavour to reply to your request within 3 weeks.

Please ensure you complete all relevant fields and take the time to read through the above information before submitting your proposal.

We look forward to reviewing your application.



SPONSORSHIP APPLICATION FORM

Applicant's Details

Applicants Name:

Address:

Company:

Suburb:

State:

Applicant's Position:

Postcode:

Brief description of company:

Business Hours Telephone Number:

Contact Email:

Sponsorship Details

Title of activity:

Where & when will the initiative be held:

Describe the purpose of this event?

Target audience:* *(include demographics and how many people are expected to attend/participate)*

Support/sponsorship requested:* *Please be as specific as possible*

Benefits for the Almond Board of Australia

What benefits are available to us and how do they link to our business?

Please provide as much detail as possible including media/advertising schedules, benefits, signage, size and placement of logo. Detail any opportunities that deliver positive exposure for us and which encourage people to participate in the initiative.

