

# community SPONSORSHIP GUIDELINES

Thank you for your interest in Sidewood sponsorship.

Sidewood values its community involvement and is proud to offer a limited number of Sponsorship opportunities per year.

However, due to the number of requests we receive however, we are unable to accommodate all sponsorship request no matter how worthy the organisation or cause.

We have developed an application process to review each sponsorship / donation request based on it's purpose and merits. Before beginning your application, please ensure you have carefully reviewed the following guidelines and expectations to determine whether or not your request fits the selection criteria.

## *Sidewood Estate's Sponsorship Guidelines*

- Requests must be submitted at least two months prior to an event or fundraising activity.
- Australian Liquor Laws dictate that Sidewood Estate cannot provide direct support to those under the age of 18.
- Sidewood Estate does not provide support to events or activities deemed to be of a personal nature.
- Requests for monetary contributions will be considered but are only granted in exceptional circumstances, subsidised goods or payment 'in kind' is generally the only sponsorship we look to provide.
- Sidewood Estate does not deliver physical donations. Stock must be collected by arrangement from Sidewood's Oakbank office, Monday to Friday between 9am – 5pm unless otherwise arranged.
- All requests whether approved or declined will be responded to within 5 working days.

## *Sidewood Estate's Expectations*

- Visible recognition of Sidewood's involvement through signage and co-branding in printed and digital media.
- An opportunity to promote our products and/or engage with your guests/members and consumers.
- Professionalism and ease of communications during the sponsorship process.

## *Sponsorship Application Process*

To apply for Sponsorship or Fundraiser please follow the steps below;

**Step One** - Determine the type of Sponsorship Option you will be applying for.

**Step Two** - Fill in the corresponding application form and submit to enquiries@sidewood.com.au with any accompanying documentation. If you are an individual fundraising on behalf of an organisation, please provide your "Authority to Fundraise" on the organisation's behalf.

**Step Three** - Sidewood will review your application or proposal and you will receive a response within 5 working days of submitting.

## *Sidewood Estate's Sponsorship Options*

### **EVENT PRIZE PACK**

Sidewood will provide product for your Raffle and/or Door Prize on the condition of an opportunity to engage our brand with your audience.

### **FUNDRAISING**

Sidewood will provide the most up to date pricing and potential profits for your fundraiser upon application submission.

Money raised beyond the Landed Unit Price (plus GST) will go towards your campaign. Some of the benefits include;

- Your group does not have to pay for any wine in advance and do not need to commit to any quantity.
- We handle the sale of wine utilizing our liquor license, so you don't have to obtain a liquor license.
- We will process payments, package and dispatch all orders either to a central location or delivered with a freight charge
- We offer both online and manual order forms for your selection:
  - Manual forms – Suitable for organisations with a local audience. Minimum quantity for orders is one dozen bottles.
  - Online – Suitable for organisations with members across Australia - your customers pay delivery with a min. purchase of six bottles per customer

### **EVENTS SPONSORSHIP**

If you're wanting to serve Sidewood products to guests we offer;

- Standard five products + one from our Estate Range or Cider at regular LUC prices + GST
- Free wine tastings at any event over 100 guests - conditions apply

### **ONGOING SPONSORSHIP**

Sidewood Estate provides ongoing sponsorship to different organisations in many different fields. So that we can best ascertain your requirements, please submit your proposal for Ongoing Sponsorship to enquiries@sidewood.com.au along with this form.

Details should include:

- Beneficiary of the Sponsorship
- Duration / End Date of the Ongoing Sponsorship
- Requirements of Sidewood for the term of Sponsorship
- Benefits for Sidewood through the Sponsorship

*community*  
**SPONSORSHIP  
APPLICATION FORM**

Please fill in the following form and submit with any additional supporting documents that may assist with your application to enquiries@sidewood.com.au. We will endeavour to respond to your enquiry within five working days.

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Organisation: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

What is the date of your event? \_\_\_\_ / \_\_\_\_ / \_\_\_\_ or NA      Date donation is needed by? \_\_\_\_ / \_\_\_\_ / \_\_\_\_ or NA

Can you collect stock from Sidewood at 92 Mappinga Rd, Oakbank during work hrs?      Yes / No / NA

Please provide a brief description of your event prize / event / fundraiser or sponsorship:

\_\_\_\_\_

Please briefly describe what you require from Sidewood:

\_\_\_\_\_

What promotional opportunities will there be for Sidewood?

\_\_\_\_\_

How do you intend to communicate to customers about your event prize / event / fundraiser?

\_\_\_\_\_

Will there be other alcohol brands involved? Please let us know who and how.

\_\_\_\_\_

How did you hear about Sidewood?

\_\_\_\_\_

Are you submitting any supporting documents to assist with your application?    Yes / No / NA

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Extra Questions -

**EVENT PRIZE PACK**

Expected number of attendees 18+ \_\_\_\_\_ U18 \_\_\_\_\_

**EVENT SPONSORSHIP**

What do you require from Sidewood (Please tick options)

- Standard five cases + one case free on any line at LUC prices + GST (Prices available upon request)
- Free wine tastings at any event over 100 guests, conditions apply
- Other, please specify \_\_\_\_\_

Do you require glassware? Yes / No

Are licenses, insurance forms or other paperwork required from Sidewood? Yes / No

Will event staff have current RSA certificates? Yes / No

**FUNDRAISER**

Please outline your reason for fundraising:

\_\_\_\_\_

When will you be fundraising? \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Do you have an estimate of how much wine you intend to sell?

\_\_\_\_\_

Would you like to include a private wine tasting as part of your fundraiser?

\_\_\_\_\_

Would you like manual or online order forms for distribution? (Please circle)      Manual / Online