



SIDEWOOD
ADELAIDE HILLS

community

SPONSORSHIP GUIDELINES



Thank you for your interest in
SPONSORSHIP

Due to the overwhelming number of sponsorship requests Sidewood receives, we have developed the following process to review each sponsorship and donation request on its merits.

Please ensure you carefully review all the guidelines set out in this document before beginning your application.



SIDEWOOD

WINE
BAR



The Lettering House



Sidewood Estate's

SPONSORSHIP GUIDELINES

- We prefer to support initiatives via subsidised product
- Requests for monetary contributions will be considered but are only granted in exceptional circumstances
- Requests must be submitted at least two months prior to an event or fundraising activity
- Sidewood Estate does not provide support for events nor activities deemed to be of a personal nature
- Australian Liquor Laws dictate that Sidewood Estate cannot provide direct support to those under the age of 18
- All requests will receive a response and all approved requests will be notified of an offer
- Sidewood Estate does not deliver physical donations. Stock must be arranged to be collected from Sidewood during the working hours of Monday to Friday between 9am – 5pm unless otherwise indicated
- Sidewood Estate welcomes the opportunity to assist in hosting your event at our Cellar Door at Maximilian's Restaurant



Sidewood Estate's **EXPECTATIONS**

- Visible recognition of Sidewood's involvement through signage and co-branding on printed materials
- An opportunity to promote our products and engage with consumers
- Recognition in newsletters, websites and/or social media
- An opportunity to engage with your guests and/or members
- Professionalism and ease of dealings



Sidewood Estate's **SPONSORSHIP OPTIONS**



Door Prize Pack - We will provide Sidewood product for your raffle if you can provide Sidewood with the opportunity to engage with your audience

Fundraising - Wine fundraising is a great way to raise money for your organisation. 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 utilising our liquor license so you don't have to obtain a liquor license
- We will process payments, package and dispatch all orders
- 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 carton
 - Online – Suitable for organisations with members across Australia. We set up your fundraiser on a unique website page, your customers pay delivery with a minimum quantity of six bottles per customer

Events Sponsorship - If you're wanting to serve Sidewood to guests we offer;

- Standard five + one on any line in the Stable Hill, 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 we can best ascertain what your requirements are, please submit your proposal with any accompanying documents that may assist with your application.

How to

MAKE A SPONSORSHIP REQUEST

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

Step one - Read the Sidewood Sponsorship Guidelines and Expectations as outlined in this document and determine whether or not your request fits the selection criteria

Step two - Determine the type of Sponsorship you are applying for from either Door Prize Pack, Fundraiser, Event Sponsorship or Ongoing Sponsorship

Step three - Please fill in the corresponding application form and submit to enquiries@sidewood.com.au with any accompanying documentation. If you are an individual fundraiser on behalf of an organisation, please provide your "Authority to Fundraise" on the organisations behalf

Step four - Sidewood will consider your proposal and ideally you will receive a response within five working days of submitting. To enhance your chances of being successful please ensure you complete all sections of your applicable application

Please note: Sidewood Estate has a limited number of events we can donate to per year. We try to accommodate all requests made within the guidelines outlined above but cannot guarantee that a donation will be made to your organisation





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SIDEWOOD WIN

Application form

DOOR PRIZE / RAFFLE

Please fill in the following application form and submit with any additional supporting documents that may assist with your application to **enquiries@sidewood.com.au** Sidewood will endeavour to get back to you within five working days.

Name: _____

Organisation: _____

Position: _____

Phone: _____

Email: _____

What is the date of your event? / /

Please provide a brief description of your event:

Expected number of attendees 18+ _____ U18 _____

Please briefly describe what you require from Sidewood:

What promotional opportunities are there for Sidewood?

What other alcohol brands are involved and how?

Date donation is needed by? / /

Can you pick up donation from Sidewood at 92 Mappinga Road, Oakbank during work hours?

How did you hear about Sidewood?

Application form

EVENT SPONSORSHIP

Please fill in the following application form and submit with any additional supporting documents that may assist with your application to **enquiries@sidewood.com.au** Sidewood will endeavour to get back to you within five working days.

Name: _____

Organisation: _____

Position: _____

Phone: _____

Email: _____

What is the date of your event? / /

Please provide a brief description of your event:

Expected number of attendees 18+ _____ **U18** _____

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 below;

What promotional opportunities are there for Sidewood?

How did you hear about Sidewood?

Do you require glassware? Y / N

Are licenses, insurance forms or other paperwork required from Sidewood? Y / N

Can you collect stock from Sidewood at 92 Mappinga Rd, Oakbank during work hrs? Y / N

Will event staff have current RSA certificates? Y / N

Is Sidewood the only wine brand? Y / N

Application form

FUNDRAISER

Please fill in the following application form and submit with any additional supporting documents that may assist with your application to **enquiries@sidewood.com.au** Sidewood will endeavour to get back to you within five working days.

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

Name: _____

Organisation: _____

Position: _____

Phone: _____

Email: _____

What are you fundraising for?

When will you be fundraising?

Do you want to include a private wine tasting as part of your fundraiser? Please nominate date options below:

How much wine do you intend to sell?

How do you intend to communicate to customers about the fundraiser?

Will you distribute sold wine from a central location or should we charge customers a freight charge?

Would manual paper forms or online ordering work best for you? (Please circle) Manual Online

How did you hear about Sidewood?

Application form

ONGOING SPONSORSHIP

Please fill in the following application form and submit with any additional supporting documents that may assist with your application to **enquiries@sidewood.com.au** Sidewood will endeavour to get back to you within five working days.

Name: _____

Organisation: _____

Position: _____

Phone: _____

Email: _____

What do you require from Sidewood?

What will Sidewood receive in return:

How did you hear about Sidewood?

