



SPONSORSHIP APPLICATION FORM

Merriwa Sponsorship Application Form

Introduction

Merriwa is an active contributor to our community.

We currently support a range of organisations and initiatives, and will consider additional sponsorship offers.

To help guide you through our sponsorship application process, Merriwa has developed this document to make our requirements clear to potential sponsorship seekers, and to encourage the presentation of proposals which meet those needs.

Overview

- We will consider proposals that:
 - are in line with Merriwa' products
 - are in line with Merriwa' core values
 - directly involve the Wangaratta and surrounding communities
- Merriwa requires reasonable lead times (ie minimum 4 weeks) for sponsorship requests

Merriwa considers the following attractive benefits when assessing sponsorship opportunities:

- A natural link with our company values (visit www.merriwa.com.au for more details), which are:
 - Prosperity
 - Responsibility
 - Integrity
 - Diversity
 - Excellence
- Provision of content for Merriwa website and social media (Facebook, Twitter)
- Provision of content for Merriwa electronic and printed newsletters
- Mention in media release(s)
- Merriwa' logo on collateral – such as invitations, advertisements, banners and on any power point presentations
- Ability to provide branded merchandise to patrons, attendees or program participants
- Verbal recognition at event(s)



- Speech on day
- Free tickets to event(s)
- Naming rights to event or high profile sub-event
- Access to existing databases
- Access to database of attendees/participants
- Provide opportunity for key customer hospitality
- Product placement - using Merriwa' products in a meaningful way as part of the event

For your opportunity to be considered, please complete *all* answers below:

- What kind of contribution are you seeking from Merriwa? Please tick appropriate response:

- Less than \$500. Please specify amount \$_____
- Between \$500 - \$1000. Please specify amount \$_____
- Over \$1,000. Please specify amount \$_____

In-kind sponsorship (please provide details below):

- Key details of the opportunity. Please include key date(s)



- How will you promote your initiative?

- Are there any other sponsors who have committed to-date? Please specify.

- Has Merriwa supported this event in the past? If so, please provide details

- What are the key benefits to Merriwa from being a sponsor?





What are the links (if any) with Merriwa' company values of Prosperity, Responsibility, Integrity, Diversity and Excellence?

- What are the key deadlines for your initiative?

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- Who are your target markets and other key stakeholders?

- Any further information you would like to provide to support your application?

- Your contact details. Please provide your full name, the name of your organisation and your landline and mobile telephone number, your postal address and your email contact details.



Process for Consideration:

- All proposals are received by Merriwa' marketing consultancy, Brand Bureau, then reviewed and assessed for suitability.
- Applicants will be notified of the outcome of the application in a timely manner.

Submit your proposal to:

Brand Bureau
3/67 Pakington St
Geelong Vic 3218
Email to: info@brandbureau.com.au

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