

2010/2011 PEET COMMUNITY SPONSORSHIP GUIDELINES AND APPLICATION FORM

Over its long history, Peet has been pleased to support a wide range of not-for-profits, industry and community-based organisations and activities.

We receive many requests for sponsorship and each request is carefully assessed and judged on its own merits. These guidelines have been designed to assist you in the preparation of your application for the 2010/2011 Peet Community Sponsorship Program.

Eligibility and key criteria

Peet Limited is active in Western Australia, Victoria, Queensland and New South Wales and views favourably organisations and projects that focus on:

- environmental sustainability;
- family and community-based activities;
- educational opportunities;
- youth development programs;
- sport; and
- the arts.

Sponsorship funding will generally not be made available for:

- organisations which do not align with Peet's values
- political campaigns or lobbying groups;
- individuals pursuing personal activities;
- businesses or individuals seeking sponsorship for commercial related matters; and/or
- organisations seeking sponsorship for religious purposes.

Applying for sponsorship support

All applicants are required to complete this form and are welcome to include any further information to support their application.

Payment

Payment to successful applicants will only be made on receipt of a tax invoice and after a sponsorship letter of agreement has been signed by Peet Limited and the sponsored organisation. Payment may also be made in installments, at Peet's discretion.

Submitting your application

Please submit your completed application by email to community@peet.com.au, fax (08) 9228 1970 or post to:

QLD:

Community Sponsorship Program
Peet Limited
GPO Box 1114
BRISBANE QLD 4001

VIC/NSW:

Community Sponsorship Program
Peet Limited
PO Box 7225
St Kilda Road VIC 3004

WA:

Community Sponsorship Program
Peet Limited
PO Box 7224
Cloisters Square
PERTH WA 6850

Peet Limited is pleased to receive requests for sponsorship support and will acknowledge your application within two weeks.

Decision

Both successful and unsuccessful applicants will be advised in writing as soon as the assessment process is complete. In collaboration with the successful organisations, Peet will prepare any appropriate media announcements.

Further information

For further information regarding the Peet Limited 2010/2011 Community Sponsorship Program please phone 1800 819 912 or email community@peet.com.au

2010/2011 COMMUNITY SPONSORSHIP APPLICATION FORM

To request sponsorship support from Peet Limited or a Peet estate, please complete this application form to assist us in assessing your application. Peet may also request that further information be provided by the applicant during the assessment process.

Contact information

Full name of organisation

Contact name

Position

Telephone

Mobile

Fax

Email

Street address

Postal address (if different)

ABN (if applicable)

Sponsorship request

Amount requested (inc GST)

Peet estate (if known or applicable)

Timeframe (period of time project will run)

Project summary

Please provide a brief summary of the project for which you are seeking sponsorship (specifically how and when the funds would be used and any anticipated project outcomes)

Budget

- Please briefly outline the total budget of the project for which you are seeking sponsorship (indicating what percentage will be covered by the sponsorship funds)

- Does your organisation receive sponsorship from other sources? If yes, please list other sponsors

Background information

- Please provide a brief background of your organisation (how long it has been in operation, your objectives and purpose, your membership profile, as applicable)

- Please include relevant dates (project timeframes and milestones) that would apply to the sponsorship proposal (e.g. event date or start of season or activity date/s)

- Please list the benefits to Peet Limited of sponsoring the project and the estimated value of each benefit (e.g. logo recognition, signage, member database access, media exposure, publicity and other promotional opportunities)

- Please outline how your organisation plans to continue the project (if applicable) after the sponsorship period has ceased

Evaluation

Evaluating each community sponsorship activity is important to the ongoing success of the Peet Community Sponsorship Program.

Successful applicants will be provided with a Sponsorship Evaluation Report Template. All sponsored organisations will be asked to complete this within four weeks of completion of the sponsored project.

Declaration

I _____ (insert name) am authorised on behalf of _____ (insert organisation's name) to apply for and administer sponsorship funds for the _____ (insert project name).

Signed _____ Date _____