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APPLYING FOR SPONSORSHIP

If you wish to apply for sponsorship please read the guidelines below, and be sure to include in your application information covering all the points. It is essential that all sponsorship applications are submitted in writing (via post or email). Likewise, all applicants will be notified in writing whether their proposal has been successful or has been declined. If your application is successful, a formal agreement will be drawn up. For large or long term projects this will most likely entail a contract. For smaller sponsorships some form of confirmation correspondence will be required.

Moorilla does not generally support the following types of requests:

- Individuals
- Individual sporting clubs
- Schools
- Religious groups
- Donations to fundraising teams or individuals for charity. (Moorilla prefers to sponsor charities directly)

Please include in your application:

- An overview of the proposed sponsorship
- Background information on the organisation or activity
- The proposed term of the sponsorship
- Some information on the demographics of the attendees, audience, participants or members.
 - What is the reach and profile of the sponsorship?
- Details of any benefits Moorilla will receive in return for support, including any signage/advertising opportunities, corporate entertainment, staff discount etc.
- Details of any other opportunities

which may be afforded Moorilla through the sponsorship.

- The level of sponsorship being requested (naming rights, official sponsor etc.)
- The investment required from Moorilla, and when it will be required.
- Moorilla's liability for any additional costs.
- After the initial agreed term, will Moorilla have first right of refusal to a further term?
- Any other sponsors currently involved with the sponsorship, including total number of sponsors and each sponsor's level of involvement. If no sponsors have been secured as yet, please outline your proposed sponsorship structure.
- Whether your request relates to a specific business area of Moorilla. eg Moo Brew, Moorilla wine, accommodation etc.
- How will you promote and publicise the sponsorship?



SPONSORSHIP APPLICATION FORM

ORGANISATION OR GROUP	CONTACT NAME
ADDRESS	PHONE
	FAX
TOWN/SUBURB	EMAIL
STATE	POSTCODE
	WEBSITE

Please provide an overview and some background information on the proposed sponsorship/organisation/event:

What is the proposed term of the sponsorship?

Please provide some information on the demographics of the attendees, audience, participants or members:

What is the reach and profile of the sponsorship?

Please list any benefits Moorilla will receive in return for support (e.g: advertising, staff discount etc.):

What is the level of sponsorship being requested?: Naming rights Official Supporting
 Other (please specify):

What type of investment are you requesting from Moorilla?: Cash Products Services
Type: Wine Beer Use of Moorilla's facilities Other

Please provide details:

Does your sponsorship relate to a specific business area of Moorilla? (e.g. Moo Brew, Refined Wine, MONA):

What is Moorilla's liability for any additional costs?: (e.g: freight, production of signage etc.)

Will Moorilla have the first right of refusal to a further term after the initial term?: Yes No

Please provide details:
