



GMP Gundagai Sponsorship

Selection Criteria and General Information

1. Procedure and Monitoring

When considering new sponsorship or donation opportunities, GMP will seek to:

- Support community activities;
- Improve social wellbeing of disadvantaged groups;
- Obtain recognition / engagement from target audiences (sponsorship only);
- Support GMP staff in volunteering; and
- Promote GMP as a sustainable, safe, ethical, responsible and innovative organisation.

Each request will be carefully assessed to determine if it meets Gundagai Meat Processors' sponsorship, marketing and community objectives. Consequently, we are unable to proceed with requests for support that do not fit within these objectives. In addition, budgetary constraints limit the number of opportunities that we can undertake.

All sponsorship applications will be evaluated according to the criteria set out below and must be submitted on the form provided.

2. Sponsorship Criteria

GMP will only agree to sponsorship opportunities that:

- Are consistent with our vision, reputation and objectives.
- Address our target audiences.
- Help achieve our objective to increase awareness of GMP.
- Add value to our business activities.

Preference will be given to organisations that;

- Are credible, with a proven track record in managing community initiatives,
- Can provide satisfactory information on their management and financial status; and
- Allow adequate time for applications to be assessed.

3. Donation Criteria

GMP will assess all requests for donations based on the following criteria:

- Donations will only be provided to registered charities who can produce a receipt for tax purposes to the value of goods supplied.
- Individual donation requests will require a submission detailing the merits of the organisation and to what purpose donation of goods will be used.

4. Exceptions

Organisations / activities which will **not** be considered for sponsorship include those that:

- May be construed as discriminatory.
- Could be detrimental to public health or safety.
- Promote or encourage smoking or substance abuse.
- Individuals seeking support for overseas travel or academic study.
- Religious or political organisations or campaigns.
- Programs that may present a hazard to the community or the environment.
- Programs that contribute to the financial gain of an individual or business.
- Activities which are the direct responsibility of the Government.
- Non-specific fundraising projects or appeals.
- Conferences, except when there is an explicit business link with GMP.
- An organisation with which sponsorship involvement could be misinterpreted as a bribe or kickback (for example, to influence a bidding or tender process).

GMP does not make political donations or sponsor political organisations or candidates. Any departure from this aspect of the policy requires board approval.

5. Application Form (attached)

All requests for sponsorship and / or donations must be made in the prescribed form, being the GMP Sponsorship and Donation Application Form. This form and the accompanying guidelines will be made available on the GMP website and via our main office.

6. Timing and Approvals

Completed application forms will be assessed by GMP once every two months and the outcomes communicated with the applicants at the earliest opportunity thereafter.



GMP Gundagai Donation and Sponsorship Application

Your Organisation

1. Name of Organisation: _____
2. Contact Person: _____
Position or job title: _____
Email address: _____
Postal Address: _____
Telephone and Fax: _____
Mobile Telephone: _____
Web address (URL): _____
3. Name and Title of most senior officer of organisation: _____
4. What is the primary purpose or function of your organisation? _____

5. Is your organisation a registered charity, or not-for-profit organisation attracting tax exempt status?
 Yes No

Support

6. What is the nature of the support you are seeking from GMP?
 Philanthropic donation
 Sponsorship
 Long term partnership
7. Briefly describe the amount of support you are seeking in \$'s, products, services, time and/or other resources:

8. Please indicate the category for which you seek support:
 Youth Programs Education Health
 Sport Arts and Culture Environment
 Community Other (please describe) _____

Person/Team or Event Description

9. Please describe the nature of the function, event or person/team for which support is requested, or how the funds will be used if for an individual:

10. If you are seeking a philanthropic donation or sponsorship for a community based program. What benefits do you hope to achieve for the person or for the community with the function, event or product?

11. If applicable, please estimate attendance, or number of people reached/affected by your function, event or games. Briefly describe the nature of your expected audience, attendees, indicating the diversity of those involved.

Benefit to GMP Gundagai

12. Specifically, describe the rights and benefits being offered. Please provide a full description of the levels of sponsorship available, their cost and the benefits each level provides to the sponsor in terms of exclusivity, branding, signage, media coverage, entertainment, promotional opportunities, etc

Results

13. How will the final outcome be measured and reported? Please nominate specific measurable targets.

14. For Donations, what is the expected revenue to be raised and where is the profit to be directed? \$ _____

15. What level of media coverage is expected? Briefly describe plans for promoting your event and provide social media links for GMP to use in cross promotion:

Please forward your completed application to MRidley@gmpgundagai.com.au or post to PO Box 100, Gundagai NSW 2722.