



Cessnock Ford

**Sponsorship
Guidelines**

December 2017

Cessnock Ford Sponsorship Guidelines

Our brand values

Cessnock Ford is committed to supporting the local communities we serve through community sponsorships.

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Sponsorship criteria

Cessnock Ford will generally only sponsor community events, activities or programs that:

- support and strengthen the communities we are part of through:
 - junior sport;
 - children's education; and
 - major community events which have broad appeal to the local community, particularly families;
- are based in the Newcastle & Hunter Valley region;
- have the ability to be implemented across multiple locations within Cessnock Ford's operating footprint;
- provide automotive services category exclusivity (i.e. there are no other automotive businesses involved);
- provide prominent brand exposure in media advertising and promotional collateral and/or broad community visibility through the target audience;
- provide strong and broad-based community benefits for a reasonable investment; and
- provide a minimum of one-month lead time to allow for evaluation and preparation.

Additional considerations

Further consideration will also be provided to sponsorship proposals that:

- offer unique or exclusive experiences for our members and staff;
- have significant and/or multiple media partners; and
- conduct audience research during and/or after the event, including sponsor related questions.



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Criteria which may result in exclusion

Cessnock Ford generally will not support projects, initiatives, organisations or events that:

- seek to raise funds for individuals;
- are associated with dangerous, contentious, divisive or anti-social activities;
- have any political or religious agenda or associations;
- do not offer any significant local community benefits, such as events held overseas or events that attract large numbers of visitors from outside Cessnock Ford's operating footprint.

Not-for-Profit organisations

Not-For-Profit organisations with Deductible Gift Recipient status seeking funding for local community projects are encouraged to contact Cessnock Ford directly.

Requirements for sponsorship proposals

All submissions for sponsorship should be made in writing and include:

- key details of the event, program, project or opportunity (such as venue, dates, whether it is a one-off or annual event or initiative, contact name, email and mailing address of the key contact);
- anticipated number of attendees/participants and demographics of attendees/participants (such as age, place of residence);
- marketing plan overview, including planned and confirmed marketing activities, advertising schedules and proposed budget for advertising;
- information on other sponsors that have committed to the event or project;
- a comprehensive list of sponsorship benefits, including how they relate to Cessnock Ford and its products and services;
- a timeline of the event preparation and execution, including important deadlines; credentials of the company or organisation including background on key individuals involved in the event or project;
- a statement of whether the organisation has an existing relationship with Cessnock Ford or if there is an opportunity for Cessnock Ford to assist the organisation with its automotive needs;
- hospitality, entertainment or other relevant activities that Cessnock Ford customers and staff can become involved in;
- an indication of the amount of funding the organisation is seeking from Cessnock Ford; and
- details of any appropriate insurances and permits.

Please note: All sponsorship partners must hold and maintain both Workers Compensation insurance and public and products liability for a minimum amount of \$20 million in respect to any single claim with Cessnock Ford noted as an interested party.



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Evaluation process

- All sponsorship requests will initially be assessed against the criteria set out in these guidelines.
- If the proposal does not meet our criteria then a letter of decline will be issued via email or post.
- If the proposal meets our criteria, a Formal Evaluation will be conducted to fully assess the proposed opportunity.
- Appropriate approvals will then be sought based on the Formal Evaluation and the current Sponsorship Strategy.
- If the proposal is approved, the applicant /s will be notified of the decision and if necessary, a Sponsorship Agreement will be prepared.
- While we review each request individually on its merits, given the large volume of proposals we receive, we are unable to support every sponsorship request.
- We endeavour to respond to each request within four weeks of receipt. Once this decision is made, no further correspondence will be entered into.

Proposals may be submitted to marketing@cessnockautomotive.com.au or mailed to:

Marketing Manager
Cessnock Ford
325 Maitland Road
Cessnock
NSW 2290

For further information about our community sponsorship, please contact the Marketing Manager:

Email: marketing@cessnockautomotive.com.au

Mail: Cessnock Ford, 325 Maitland Road, Cessnock NSW 2325



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