



## Allingtons Sponsorship Program

Here at Allingtons, we are proud to be able to provide support to community groups and organisations, by way of sponsorship and promotion.

Thank you for considering us for a sponsorship donation to your charitable event or function. Due to the high level of requests received, we have put together the following guidelines and procedures. All procedures and guidelines must be followed in order for your request to be considered.

It is the responsibility of the requesting organisation to follow our procedures and supply all information required, at the time of application. Failure to supply the required information, supplying incomplete documentation, or allowing an inadequate review time frame, may result in your request being disregarded.

Sponsorship requests made within 3 weeks of the event **WILL NOT** be considered.

### **Expectations of the Allingtons Sponsorship recipient:**

- Actively promote Allingtons, through community newsletters and other marketing channels including but not limited to social media platforms and email marketing;
- Display Allingtons logos and signage at events and gatherings; (where applicable)
- Acknowledge the support you have received from Allingtons;
- Always promote the Allingtons brand in a positive manner;
- Be a Socially Respectful ambassador of the Allingtons brand.

### **Eligibility for Sponsorship:**

- Applicants must be part of a community group or not for profit organisation;
- Preference will be given to organisations seeking support for youth and community development/assistance development in:
  - Equine related events such as rodeos, bull rides, musters
  - Agriculture
  - Country Music Programs
  - Country/Rural development programs
  - Crisis fundraising activities supporting rural communities
- There is no minimum or maximum age for sponsorship requests.



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Please note Allingtons will not sponsor individuals who are not associated with group or organisation

### **Types of Sponsorship:**

Sponsorship will be offered by way of Good or Allingtons Gift Vouchers. Allingtons will not give Cash Donations.

### **How will the application be assessed?**

All Applications for Allingtons Sponsorship will be individually assessed on merit. Allingtons will consider the following (non-exhaustive):

- Eligibility – As outlined above
- The exposure the Allingtons brand will receive for the partnership with your club (for example, signage, uniforms, naming rights etc);
- The connection your organisation has with Allingtons;
- The role that your organisation plays in the community;
- The impact the sponsorships will have on your organisation, the community, or talented individuals;
- Long-term benefits to your organisation with the financial assistance provided;
- Your organisation's story;
- The value of the donation request.

### **When will my application be reviewed?**

The time frame for the application process will be dependent on the date that the application is submitted to Allingtons.

To assist Allingtons in reviewing your application, we recommend working out what your organisation would like to apply for, how the sponsorship will be used, and what projects and branding opportunities are available, as early as possible. Once the application has been submitted, it may take up to two weeks for your organisation to receive approval or rejection of the application. Once you have received confirmation that the application is approved, we will be in contact with your organisation to proceed with the processing of the agreed sponsorship type and amount. It is critical all of your submitted contact information is correct.



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### **The fine print:**

Allingtons adheres to a strict sponsorship budget. Your application will be reviewed in line with our Quarterly sponsorship allowance. Our sponsorship quarters are as follows:

- January to March
- April to June
- July to September
- October to December

As our program works on a first come first considered basis, the earlier you submit your request, the greater chance you have for your application being successful.

Whilst all efforts will be made to support all applicants, we regret that not all applications will be accepted.

PLEASE NOTE: **Applying for sponsorship does not guarantee sponsorship**