

Corporate Sponsorship Policy

1. Introduction

1.1. Purpose

The purpose of this policy outlines Sarah’s approach to managing sponsorship opportunities and details and the types of sponsorship arrangements Sarah will undertake to support the various communities in which we operate. Sarah supports community groups, events and programs that are within our ethical framework, have transparent agreements and raise awareness of our role and commitment to the community.

1.2. Sponsorship Categories

Sarah has the opportunity to develop sponsorships with communities and organisations that align with our core ethos through the Sarah Foundation.

Sarah Foundation

The Sarah Foundation was established in 2020 and aims to support the South Australian communities and its members that provide us with a social ‘license’ to operate and the opportunity to conduct commercial activities. We will achieve this by partnering with charitable organisations with a recognised focus in:

- Mental health
- Youth adversity
- Homelessness

1.3. Scope

This Policy applies to all incoming sponsorship applications received by Sarah and outlines:

- What sponsorships Sarah will and will not undertake
- The assessment criteria by which the opportunities will be reviewed against
- The sponsorship agreements between all parties
- The sponsorship application requirements
- The sponsorship approval process and timing and submission of applications

1.4. Definitions

Sponsorship	Sponsorship is the provision of financial or value in-kind support for an event, project or activity. This form of support also provides Sarah with a return of Advertising at the event or club rooms and/or social media.
Sponsorship Agreement	A Sponsorship Agreement is a written document outlining the negotiated terms for sponsorship.

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2. Policy principles

2.1. What will be supported

Sarah will consider sponsorship upon application. Sponsorship activity must be consistent with the values and corporate direction of our organisation. Sponsorship may be made at corporate, commercial and local community levels.

Sarah's sponsorship initiatives must:

- Make a positive contribution in one or more of the following areas:
 - Mental health
 - Youth adversity
 - Homelessness

What will not be sponsored

- Organisations unwilling to provide sufficient information of the proposed program
- Programs involving products, brands or companies that conflict with those of Sarah Constructions
- Activities intended to provide the sponsored body with private profit or gain
- Programs which don't provide promotion opportunities for Sarah Constructions
- Organisations that have not fulfilled previous sponsorship agreements
- Retrospective funding or budget deficits
- Gambling
- Beauty contests / pageants
- Activities that promote or encourage drinking, smoking or any substance abuse

Assessment Criteria

Sponsorship applications will be assessed on the following criteria:

- Whether the sponsorship is aligned to our corporate values
- Benefits to the community
- Benefits to Sarah
- Benefits to our clients
- Evidence in the proposal that the applicant has the ability to manage the project and funds to deliver the projected benefits
- Any taxation benefits that may accrue through application participation. Organisations that have not fulfilled previous sponsorship agreements.

Sponsorship Agreements

All sponsorships are to be formalised via written documentation by the applicant seeking sponsorship. The agreement must outline the negotiated terms of the sponsorship, the level of support required and the benefits to the community and to Sarah.

Sarah reserves the right to request any additional information relevant to making an informed decision relation to sponsorship, prior to agreement and throughout the course of the sponsorship. The amount of information required is at the discretion of the CEO.

We will use our discretion as to which sponsorships we will offer and which we will not, based on this policy and our sponsorship budget.

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Sponsorship Requirements

Successful applications will be required to sign a formal agreement. This may include:

- A detailed overview of the sponsorship as detailed in the application
- Proposed benefits
- The terms of the agreement and schedule of payments or support
- Identification of the parties involved
- Financial accounting requirements
- Evaluation and reporting schedule

Timing and submission of application

It is preferred that at least three months' notice be given for a sponsorship application. All applications will be acknowledged upon receipt.

Applicants can be submitted by forwarding their sponsorship application to:

Belinda Wood
Sarah Constructions Pty Ltd
PO Box 415
Highgate SA 5063
Or
belinda.wood@sarah.com.au



Corporate Sponsorship Application

If you believe your sponsorship meets the above requirements, please complete the below application form and submit to Sarah for assessment of your Sponsorship Application. Before completing the application form, please ensure you have read Sarah’s Sponsorship Policy to familiarise yourself with our sponsorship requirements. All sponsorship applications will be assessed based on your ability to meet the criteria within these guidelines.

If you have any questions or need for further information, please call Sarah on 08 7129 8888 or email Belinda.wood@sarah.com.au

Section 1 – Organisation Details

Name of Organisation:

Registered Address:

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Postal Address (if different from above):

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Contact Name:

Contact number:

Email address:

What is the nature of the organisation?

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What are the principal activities or key objectives of the organisation?

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Section 2 – Details of Sponsorship

Description of sponsorship (briefly describe the nature of the activities for which the sponsorship is being sought):

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How will the sponsorship funds provided by Sarah predominantly be utilised?

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Are there any other sponsors of this event/organisation? If yes, please specify:

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What is the proposed sponsorship amount? \$

How long do you propose the sponsorship will run for?

Start:

Finish:

Has Sarah sponsored your event before? Yes / No

If yes, when?

Section 3 – Benefits of sponsorship

How will this organisation or event be promoted?

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Corporate Sponsorship Application

Please outline the details of the sponsorship (define the key benefits that Sarah is being offered e.g. logo on promotional material, merchandise, marketing collateral etc):

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What media exposure do you expect (if any)?

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Are there opportunities for Sarah staff participation? If yes, please specify:

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Section 4 – Alignment with Sarah Constructions’ corporate direction and values

Please describe how your sponsorship application benefits Sarah:

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