

REEFTON DISTILLING CO. SPONSORSHIP REQUEST FORM

We review and assess sponsorship annually, with applications for the financial year commencing 1 April, closing on 31 October.

Due to the large number that we receive, we are unfortunately unable to consider requests outside of these rounds. We have an annual sponsorship budget and are unable to approve all of the worthy applications that we receive.

Every event/project sponsored must have a clear benefit to Reefton Distilling Co. and all requests for sponsorship must comply with both the Sale and Supply of Alcohol Act 2012 and the Gambling Act 2003. **Note:** Offering alcohol as a prize in any type of raffle, sweepstake or lottery is regarded as offering it as a reward for gambling and is not permitted under The Gambling Act 2003.

Please complete, sign and return this request form. It will be assessed within six weeks of closing, and applicants will receive the outcome by email no later than 30 November.

Contact Details

Organisation/Company Name:

Address:

City/Town:..... Country:.....

Contact First Name: Contact Last Name:.....

Role:.....

Phone/Mobile Number:.....

Email Address:

Signature:..... D.O.B:.....

(all applicants must be of legal drinking age in their country of origin)

Event Details

Event Name:

Official Event Website / Facebook Page/ Other:

Event Date:.....Event Time & Duration:.....

Is this a charitable, or commercial event?.....

Please provide a brief outline of your event, including history and purpose, + how many years it has been running:

Who will be attending? Please provide audience demographics:

How many will be attending? Please provide projected numbers for this event and 3x previous years:

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Marketing

How is your event being promoted? Please provide details of all marketing activities / channels to promote this event to your target audience:

| | Tick relevant | | Notes |
|--|--------------------------|----------------------------------|-------|
| Advertisements - print | <input type="checkbox"/> | Publication/s: | |
| Email Newsletters | <input type="checkbox"/> | Frequency + number of recipients | |
| Social Media Event Page/s | <input type="checkbox"/> | Link: | |
| Online Advertising | <input type="checkbox"/> | Platforms: | |
| Media Coverage/ articles | <input type="checkbox"/> | Publication/s: | |
| Personal Invitation | <input type="checkbox"/> | Details: | |
| Printed Media <i>e.g. Flyers, Posters, and where</i> | <input type="checkbox"/> | Details: | |
| Social Media Posts | <input type="checkbox"/> | Page: | |
| Website/s | <input type="checkbox"/> | Link: | |
| Other | <input type="checkbox"/> | Details: | |

As a sponsor, what will we receive in return for our investment? Please outline the benefits and how our company, products and relationship will be promoted. Please be as specific as possible.
e.g. Company logo featured on event website, and/or event material (e.g. banners/posters/tickets), company logo displayed at event 1m x 1m, individual social media post/s about our company/product (which platform/s), mention in thank you speech etc.



Please email your request to media@reeftondistillingco.com including any other relevant information to assist us to assess your application.