



SPONSORSHIP GUIDELINES

**For Registered Charities &
Community Organisations**

Effective 1 July 2016

G. Patritti & Co Pty Ltd

Established 1926

Winemakers & Distillers

13-23 Clacton Road

Dover Gardens SA 5048



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PATRITTI'S APPROACH TO SPONSORSHIPS

Patritti endeavours to give back to the community through a variety of charities and sponsorships. While we would love to help all great causes, we receive an overwhelming number of requests each year and simply cannot support every request we receive.

This document aims to help you understand our requirements and decision making process, specifically with regard to product donations and discounted product.

Sponsorship Guidelines

- We prefer to support initiatives via discounted product or product donations for the purposes of community fundraising, health charities and the arts.
- Requests from our local area will be preferenced over other regions.
- Requests for monetary contributions will be considered but are granted only in exceptional cases.
- Patritti supports the responsible consumption of alcohol and as such will not consider requests for wine to support sponsorships or events targeted at minors or where responsible service of alcohol regulations are not met.

Beneficiary Expectations

In exchange for our support we ask that beneficiarys provide:

- Visible recognition of our involvement through signage and co-branding on printed materials
- An opportunity to promote our brand and engage with our consumers
- Recognition in newsletters, websites and social media
- An opportunity to engage with your guests or members
- Professionalism and ease of dealings

MAKING A REQUEST FOR SPONSORSHIP

Application Process

To apply for sponsorship:

- Read the Sponsorship Guidelines to determine if your request meets the criteria.
- Determine the type of sponsorship you are applying for.
- Complete the Sponsorship Application Form and submit it to us along with any other supporting documentation.
- Your proposal will be considered and a response sent within four weeks of your application being submitted.

Patritti's Review Process

Each request for sponsorship is considered by our marketing manager in line with the sponsorship guidelines and budgetary constraints. To maximise your chance of success complete all sections of the Sponsorship Application Form.



SPONSORSHIP APPLICATION FORM

Registered Charity / Community Group Name:

Contact Name:

Contact Email:

Contact Phone:

Tell us about your organisation / community group:
.....
.....
.....
.....

Sponsorship / Donation request

- | | |
|---|--|
| <input type="checkbox"/> Discounted fruit juice | <input type="checkbox"/> Donated fruit juice |
| <input type="checkbox"/> Discounted wine | <input type="checkbox"/> Donated wine |

Specific Sponsorship / Donation request details:
.....
.....

Event details - date, location, expected number of participants / attendees:
.....

Specify what the funds raised will be used for?
.....

What opportunities are there for Patritti to leverage this event?

- | | |
|---|---|
| <input type="checkbox"/> Signage / co-branding on printed materials | <input type="checkbox"/> Recognition in newsletters, website & social media |
| <input type="checkbox"/> Engage with our customers | <input type="checkbox"/> Engage with your guests or members |

Other:

Other committed sponsors to date:

Postcode:

Please attach any other information you think will assist your application.

Return the completed application to Patritti Cellar Door or email marketing@patritti.com.au

