



## Sponsorship Policy

### Purpose of policy

The purpose of this policy is to provide guidance relating to sponsorship arrangements to support the various communities in which we operate. Sarah Constructions supports community groups, events and programs that are within ethical framework, have transparent agreements and raise awareness of our role and commitment to the community.

### Definitions

Sponsorship is the provision of financial or value in-kind support for an event, project or activity.

A Sponsorship Agreement is a written document outlining the negotiated terms for sponsorship.

### Policy principles

#### What will be sponsored

Sarah Constructions 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 Constructions' sponsorship initiatives must:

- Deliver benefits to the community
- Raise awareness of Sarah Constructions and our commitment to the community
- Make a positive contribution in one or more of the following areas:
  - Community organisations
  - Children or people with disabilities
  - Arts and culture
  - Education and vocational training
  - Environment
  - Health
  - Sport

#### 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 Constructions
- 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

 **Sponsorship Policy****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

**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 Constructions.

Sarah Constructions 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 General Manager.

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.

**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

A solid blue triangle pointing to the right, positioned to the left of the section header.

## Sponsorship Application

Please complete the below application form and submit to Sarah Constructions for assessment of your Sponsorship Application. Before completing the application form, please ensure you have read Sarah Construction'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 Constructions on 08 7129 8888 or email [Belinda.wood@sarah.com.au](mailto: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 of the organisation? .....

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### Section 2 – Details of Sponsorship

What are you seeking sponsorship for? .....

Please outline the details of your event or program: .....

What is the proposed sponsorship amount? \$ .....

How long do you propose the sponsorship will run for?

Start: .....

Finish: .....

Has Sarah Constructions sponsored your event before? Yes / No

If yes, when? .....

### Section 3 – Benefits of sponsorship

How will this organisation or event be promoted? .....

What media exposure do you expect (if any)? .....

A dark blue triangle pointing to the right, followed by the text "Sponsorship Application" in a bold, black, sans-serif font.

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

Please describe how your sponsorship application benefits Sarah Constructions

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Please return your application and any supporting documentation to:

Belinda Wood  
Sarah Constructions Pty Ltd  
PO Box 415  
Highgate SA 5063  
Or  
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