

NOWRA FARMERS MARKET

SPONSORSHIPS & DONATIONS POLICY

February 2019

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1. PURPOSE

Since opening in 2012, Nowra Farmers Market has had a strong focus on supporting and contributing to our local South Coast community.

We see sponsorships and donations as opportunities to build relationships and to give back to the community in which we operate.

The purpose of this policy is to outline Nowra Farmers Market's principles in relation to sponsorships and donations and to establish a transparent and coordinated approach to managing them.

By focusing our sponsorships on a few key areas, we aim to contribute to the betterment of the South Coast community in a positive and meaningful way that reflects our organisation's core values.

2. DEFINITIONS

Sponsorship:

A business transaction in which Nowra Farmers Market will provide a financial or in-kind contribution in exchange for certain specified benefits which result in increased brand awareness, communication of key messages and growth of our customer base.

Donation:

A charitable gift of a financial or in-kind contribution given by Nowra Farmers Market for philanthropic reasons. There is no expectation of any activity or benefit in return.

3. OPPORTUNITIES

Each financial year, Nowra Farmers Market offers local organisations the opportunity to apply for sponsorships and/or donations, and allocates a limited budget for each category.

Interest in our sponsorships and donations is high and applicants are advised to apply well in advance, preferably before 1 April prior to the commencement of the financial year in which the sponsorship or donation is sought.

4. CORE VALUES

Nowra Farmers Market gives priority to applications that align with the following core values:

Locals Helping Locals

We support organisations, events and initiatives that:

- Are based in and service the South Coast community.
- Target local food-lovers/parents/families/schools/community groups.
- Support our local suppliers.

Important: All applications must align with this core value AND must also fulfil at least one of the other core values.

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Food and Farming

We support organisations, events and initiatives that:

- Encourage the production and sharing of local food.
- Assist local farmers and food producers.
- Connect and support the local food industry.

Healthy Lifestyle

We support organisations, events and initiatives that:

- Promote a healthy diet, including plenty of fresh fruit and vegetables.
- Encourage physical exercise.

Priority will be given to organisations, events and initiatives where our brand is the prominent feature.

5. SPONSORSHIPS

5.1. Criteria

All applications for Nowra Farmers Market sponsorships must fulfil the following criteria:

- The application is made using the appropriate form and providing all details requested therein.
- The application aligns with the core values outlined in this policy.
- The application includes clearly stated objectives and measurable deliverables.
- The application demonstrates a strong return on investment for Nowra Farmers Market by providing appropriate media, product placement and sponsorship leverage opportunities commensurate with the level of investment.
- Where possible, sponsored initiatives and events will deliver opportunities for employees to participate.

6. DONATIONS

6.1. Criteria

All applications for Nowra Farmers Market donations must fulfil the following criteria:

- The application is made using the appropriate form and providing all details requested therein.
- The application aligns with the core values outlined in this policy.
- The application includes clearly stated objectives.
- The application demonstrates clear and public recognition of Nowra Farmers Market's contribution.
- Where possible, sponsored initiatives and events will deliver opportunities for employees to participate.

7. GENERAL CONDITIONS

The following conditions apply to all applications for sponsorship or donation:

1. Nowra Farmers Market will enter into sponsorship or donation agreements only with organisations whose identity and values align with our own.
2. Only applications submitted using the Nowra Farmers Market application form and complying with the requirements outlined therein will be accepted.
3. Applications must be made for the financial year in which the sponsorship or donation is to be redeemed.
4. No application shall be accepted, or deemed to have been accepted, unless and until the applicant and Nowra Farmers Market have entered into a written agreement. (No comment by any employee of Nowra Farmers Market or any other fact or circumstance affects this position).
5. All sponsorship and donation applications will be assessed by the Nowra Farmers Market management team, whose decision will be final. We may, but shall be under no obligation to, give reasons for not accepting any application.
6. Successful applicants will be notified in writing of the outcome of their application.
7. All information submitted is treated as confidential. Personal information collected in accordance with an application will be used for the purpose of assessing the application and if successful, the administration of the agreement.
8. Nowra Farmers Market may, at any time, amend this policy without notice.

8. EXCLUSIONS

Nowra Farmers Market will not consider applications from:

- Events or initiatives where the audience and/or participants are irrelevant to our target market.
- Organisations with direct links to political or religious groups.
- Events or initiatives with a large number of sponsors or conflicting sponsors – making it likely that the Nowra Farmers Market brand and its messages would be easily lost.
- Events or initiatives that are inconsistent with our image and key messages.
- Events or initiatives with existing or proposed sponsors that are inconsistent with our image and key messages.
- Events or initiatives that conflict with, or are too similar to, an existing Nowra Farmers Market sponsorship.
- Organisations, events or initiatives that expose Nowra Farmers Market to reputation or financial risks.