

Sponsorship & Donations



Outline

Fleurieu Roast is a small family-owned and operated business in Aldinga, where we are dedicated to providing a sustainable supply of premium fresh roasted coffee. We value the contributions of our community and charitable organisations, and each year we give as much support to these causes as we can reasonably afford. Sponsorship and donations are regarded as a part of our business and as such are a voluntary contribution where a suitable benefit can be reasonably expected from the investment.

Scope

We receive frequent requests for donations. This policy allows us to communicate and assess all requests in a thorough, fair and efficient manner.

Terminology

'Sponsorship' is an agreement for the exchange of goods or services for advertising, marketing and promotional opportunities.

'Donation' is defined as the provision of goods to a not-for-profit organisation where a receipt for the value of goods can be provided for taxation purposes.

Process

All applications will be reviewed according to the criteria detailed below and must be submitted on the application form attached. Please allow us two weeks to review and respond to your application.

Assessment criteria

The applicant must be:

- A legal entity,
- Not-for-profit, and
- Able to demonstrate a community benefit

Applications will not be considered for sponsorship or donations if they are from:

- Individuals,
- Political organisations, or
- Religious organisations for religious purposes

Applications should avoid relying on general and non-specific opportunities to mention, promote or increase awareness of Fleurieu Roast.

Priority will instead be given to applications based on their likelihood to:

- Benefit our community,
- Align with our business vision, reputation and objectives, and
- Reach and engage with our target market, both consumer and trade

Alternate support

It's tough to say 'no' to charities, but as we're sure you'll understand, we can't support every request.

As an alternative your organisation may be able to access our product at a special fundraising price. This price covers our costs, but allows your group to on-sell the products at recommended retail price and retain the margin for your charity. If you are interested in this aspect, please contact us directly.

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Sponsorship / Donation Request Form

Name of Organisation: _____

Address: _____

Contact: _____

Phone: _____ Email: _____

Date of event: _____ Are you a registered charity for taxation purposes: Yes / No

Estimated number of guests: _____

Purpose of event: _____

Location event will be held: _____

Target demographic of event: _____

Goods / services requested: _____

Briefly describe why Fleurieu Roast should consider your request:

On completion please return the form to sales@fleurieuroast.com.au. Please allow us two weeks to assess your application. Thanks for contacting us as we love the opportunity to provide support to charitable organisations and allow more people to enjoy our coffee.