Monacellars Wines & Spirits

# Monacellars Sponsorship Application Form

Please complete the following form and return it to:

**Monacellars Sponsorship**
**PO BOX 609, Morwell, Victoria 3840.**

| ORGANISATION APPLYING FOR SPONSORSHIP : | | |
|---|---|---|
| ABN/ACN: | ABN: | ACN: |

Note: If you are unable to provide an ABN, Monacellars is unlikely to favourably consider your application. For further details, refer overleaf.

| IS YOUR ORGANISATION A NOT FOR PROFIT? | YES ☐ NO ☐ |
|---|---|

| Postal Address: | | | | | |
|---|---|---|---|---|---|
| Suburb: | | | Postcode: | | |
| Contact Name: | | | Position | | |
| Business Phone: | | Mobile: | | Home Phone: | |
| Email Address: | | | | | |

| WHAT DO YOU SEEK? (Include monetary amount and/or other assistance required) |
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| WHEN IS IT NEEDED BY? (DATE/S) | |
|---|---|

| WHAT IS THE START DATE OF YOUR EVENT OF SPONSORSHIP: | | WHAT IS THE END DATE OF YOUR EVENT OF SPONSORSHIP: | |
|---|---|---|---|

# Monacellars Sponsorship Application Form

| WHAT IS THE SPONSORSHIP TO BE USED FOR? |
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| POSITIVE OUTCOMES FOR YOUR ORGANISATION FROM THIS SPONSORSHIP? |
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| POSITIVE OUTCOMES FOR THE COMMUNITY? |
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| POSTIVE OUTCOMES FOR MONACELLARS (HOW WILL YOU BE ABLE TO RECOGNISE THIS PARTNERSHIP) | Other partners involved (details here) |
|---|---|
| ☐ Monacellars logo placement at event/program/activity | |
| ☐ Monacellars logo used in promotional material | |
| ☐ Monacellars person/people attended event /program | Other recognition (details here) |
| ☐ Media coverage (attach press clippings or Send File.) | |
| ☐ Naming rights to event/award/trophy, etc. | |
| ☐ Government representation at event | |

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| INCLUDE DETAILS OF POSTIVE OUTCOME FOR MONACELLARS BELOW: |
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| LIST ANY KNOWN MONACELLARS EMPLOYEES INVOLVED WITH YOUR ORGANISATION |
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| DECLARATIONS |
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| ***In making this application for sponsorship to Monacellars I agree, as or on behalf of the applicant, that if the application is successful the funds or product requested would be used only for the purpose described and if the funds/product are not so used they will be returned immediately to Monacellars. I further agree that, as or on behalf of the applicant, I accept responsibility for ensuring that the recognition elements forming part of this agreement are achieved and that you will report back to Monacellars with a detail submission of the outcome of the sponsorship.*** |

| AGREEMENT FOR SUPPLY |
|---|
| ***In making this application for sponsorship to Monacellars I agree, as or on behalf of the applicant, that if the application is successful, that all liquor or coffee at the event or involved in the organisation is then purchased by Monacellars Wine & Spirits (Total Liquor Supply) for the entire event of for the length of the sponsorship period. Supply can either be done direct through Monacellars or through a Monacellars approved Third Party. [Monacellars will fill in this sections]*** |

| THIRD PARTY (IF APPLICABLE) | |
|---|---|

| MONETARY PAYMENTS |
|---|
| ***Approved Applications where there is a monetary payment, will be paid monthly, by way of receipt of Applicants invoice, and then paid within 30 days thereafter.*** |

**DATE:** _____ **SIGNED:** _____

**FULL NAME: (Please print)** _____

**APPLICATION FOR SPONSORSHIP: EXPLANATORY NOTES**
***The following notes refer to sections on this form. They include sponsorship information to assist you with completing your application correctly and to ensure Monacellars considers all sponsorship applications equitably***.

**1. ORGANISATION DETAILS:** What is the applicant organisations or associations full name? If you are applying for personal sponsorship, put your own name here. Note that Monacellars would usually sponsor organisations rather than individuals, since this widens the community benefit.

**2. ABN:** All applicants for sponsorship from Monacellars must quote an Australian Business Number (ABN) otherwise, in accordance with the Australian Taxation Office (ATO) PAYG requirements, Monacellars is obliged to withhold 48.5% of the sponsorship amount. Monacellars has therefore formed a policy not to deal with entities unable to provide an ABN, due to the administrative burden associated with the Tax Office's withholding requirements.

**3. NOT FOR PROFIT:** Please indicate if your organisation is a not for profit.

**4. POSTAL ADDRESS**: The official organisation address to which all communication will be sent.

**5. CONTACT PERSON:** We need to know the name of your association's office bearer who is making the application, and that person's title. The person whose name appears here must sign to accept responsibility for ensuring that the funds or product are used for the requested purpose, that the agreed recognition is obtained.

**6. CONTACT INFORMATION:** We might need to talk to you, please give us telephone numbers, and any other contact details (fax / email) of the person making the application.

**7. WHAT DO YOU SEEK:** We need to know precisely what you need. Please be specific. Don't be concerned about asking for too much or too little. (Note -G.S.T. should be included in the amount shown on the application form and, if applicable, it should be shown separately on your tax invoice.)

**8. WHAT IS THE SPONSORSHIP TO BE USED FOR:** Briefly describe how the funds or materials will be used. Note that once the sponsorship application has been approved, the sponsorship funds cannot be used for any purpose other than described here. If the agreed project does not go ahead, the funds must be returned to Monacellars.

**9. WHEN IS THE SUPPORT NEEDED:** When do you need to receive Monacellars sponsorship support? Many sponsorship proposals can take weeks to assess, renegotiate, recommend and decide. Sponsorships sought on an emergency basis are less likely to succeed, because they indicate that the organisation lacks ability in forward planning which can be critical in delivering benefits to a sponsor. For **major sponsorships,** note that Monacellars budgets on a calendar year, and therefore major sponsorships are considered in January during the annual planning process.

**10. POSITIVE OUTCOMES FOR YOUR ORGANISATION**: Describe the benefits your organisation will receive from the sponsored activity.

**11. POSITIVE OUTCOMES FOR THE COMMUNITY**: Describe the community benefits that will result from your sponsored activity. Monacellars sponsorship program is designed to add value to the community, therefore

we need to know what benefit will occur as a result of our support. Note, precise measures support sponsorship applications better than vague generalisations.

**12. POSITIVE OUTCOMES FOR MONACELLARS:** Monacellars sponsorships invest in recognition opportunities that we believe will advance the long-term interests of the company, as well as the long-term interests of the community. In this section, list precisely what you offer in return for sponsorship. Do not offer anything that is not within your control, such as public appreciation. Sponsorship is a partnership.

**13. MONACELLARS EMPLOYEE LINK:** If your organisation has any links to Monacellars employees please list those employees here. If your organisation has no link to any Monacellars employees this will not influence whether your submission is successful or not. However, if you can identify any links it will be handy when we are attempting to identify a Monacellars representative if your sponsorship is successful.

**14. DECLARATIONS:** Please read this commitment carefully. The person identified at Point 5 is responsible for this sponsorship partnership and the agreement it relates to, and must sign this application before a cheque can be raised. The applicant must accept responsibility for recognition elements and for reporting back to Monacellars on the sponsored project and its outcomes. In some cases, independent auditors will need to check the final use of the funds and whether or not the applicant has fulfilled the recognition elements agreed.

**15. AGREEMENT FOR SUPPLY:** Please read this commitment carefully. In order for Monacellars to approve an application where liquor or coffee is provided, the applicant must agree to have Monacellars supply these goods as a fair and reasonable price which can be negotiated.

**16. THIRD PARTY SUPPLY.** Monacellars will indicate if an approved third party may be able to provide supply of the Liquor and/or coffee for you application.

**17. MONETRY PAYMENTS.** Monacellars does not pay sponsorship upfront. All Monetary payments for sponsorship are paid monthly. In order for a Payment to be made, the organisation must provide an invoice stating the Organisations details, along with ABN, and amount Ex GST, GST Amount and TOTAL including GST.

***Finally - please do not decide to withdraw your approach if you think you cannot satisfy any of the above requirements. None of these factors is absolute, other than the requirement for an ABN number, the declaration, supply agreement and the monetary payment. The information simply helps Monacellars to make more efficient decisions on appropriate community sponsorships.***