

Barlens views sponsorship of local events as an integral part of our marketing activities. Sponsorship as we see it is an active business to business agreement between two parties for mutual benefit. This is in contrast to donations which are more philanthropic in nature. At Barlens, we recognize that local groups and organisations have different needs when they approach us for assistance. And so we have written our Sponsorship and Donations Guidelines to help clarify our policy.

Sponsorship

Like most businesses in our industry, sponsorship and donations are made 'In Kind' based on retail value. As a rule, we do not make cash contributions. We are occasionally asked for a type of sponsorship which we cannot provide, however our extensive industry experience may identify some other way we can assist you that may well be more beneficial. Just ask us, we are happy to talk. Because of the large number of requests we receive, unfortunately we cannot enter into negotiations regarding the sponsorship and donation grants once they are made.

Our sponsorship funding is set annually during our annual budget process, and divided into financial quarters. This allows us to respond promptly to requests. To be considered for sponsorship you will need to complete an application form and forward it to Barlens. Each application period has its own deadline and these deadlines are set out below. A clear, concise and specific application will increase your chances of favourable consideration. Upon completion of the review process, successful applicants will be notified in writing and will be required to sign an agreement confirming acceptance. Under our quality program we monitor all events that we service, so our staff will monitor any events relating to your sponsorship. The reasons for this are to ensure we provide high quality goods and services to you, and also to monitor the implementation of our agreement.

Requests for sponsorship are considered as follows:

Event with a projected sponsorship value of under \$2,500.00

You are required to submit completed application form to Barlens prior to close of business on the dates specified. No late applications will be considered. The dates listed below refer to the starting date of your event.

Event Month	Application Deadline	Notification
January to March	October 1st	October 20th
April to June	January 2nd	January 20th
July to September	April 1st	April 20th
October to December	July 1st	July 20th

Event with a projected sponsorship value greater than \$2,500.00

You may apply to Barlens at any time throughout the year. The further ahead you apply the more time we will have to discuss possible sponsorship arrangements. Large event sponsorship will be considered on a case-by-case basis. As in all sponsorship arrangements we are looking for effective ways to benefit your event whilst supporting and enhancing our corporate image. In some cases, on-going large event sponsorship may reduce funds available for other programs or even preclude additional sponsorship for a period.

Donations

Do you need a barbeque for your school working bee or a coffee urn for your monthly meetings? At Barlens, we consider lending a hand to our local community groups as a neighbourly gesture. With requests such as these, which are usually under a retail value of \$150.00, we like to help where we can. All we ask is that you provide your own transport, return the items promptly and in the same clean condition in which you received them. Please understand that sometimes the demand for our equipment is so high we may not be able to help, so make sure you contact us well ahead of the event.

If this level of support meets your needs. Please take a moment to complete the brief questionnaire and return it to your local office by the appropriate deadline.

Contact name _____

Organization name _____

Mailing address _____

Phone daytime _____ Phone evening _____

Mobile phone _____ Email _____

1. Please provide a brief statement of the general nature of the organization holding the event, the history of the event (if any) and the purpose the event serves.

2. Please outline the nature of your request of Barlens, and general benefits that will flow to Barlens.

3. Outline the program of the event.

4. Please provide an overview the target market(s) for the event and the opportunities available to communicate with these markets, as well as the extent of exposure various level of sponsorship provide.

5. Please provide details of the proposed (but negotiable) sponsorship packages available, including their cost.

Compliance with our agreement, particularly in relation to recognition of Barlens, will be monitored by our staff. If you do not keep to our agreement, we reserve the right to charge you for part or all of our products and services. Upon Completion of your event, we ask that you complete a written report outlining such key areas as: ticket sales and attendance, audience mix, media exposure or reviews, any problems and related solutions for your next event, any proposed changes for your next event, and a few relevant photographs highlighting Barlens involvement. Such report will assist our consideration and development of further sponsorship opportunities.

Please complete all questions and return to the Barlens office.

Contact name _____

Organization name _____

Mailing address _____

Phone daytime _____ Phone evening _____

Mobile phone _____ Email _____

1. Please provide a brief background of the group / association making the request.

2. What is the reason for the function? Please include details such as size of the gathering and frequency of the function.
This allows us to best ascertain how we may be able to help you.

3. Nature of request.

4. How could you help increase recognition of Barlens.

