



Lion
Sponsorship Proposal
Guidelines

Beer, Spirits & Wine

How do I apply?

To apply for sponsorship, please follow the below process:

- Step 1:** Determine which sponsorship type you should be applying for (see below for descriptions).
- Step 2:** Read the relevant section, and develop your proposal.
- Step 3:** Submit the proposal using the online form on our website – under ‘Sponsorship and Donations’.
- Step 4:** Given the large number of applications we receive, we will endeavour to respond to your application within one month of the date of receipt.

Proposals will only be considered via the website application form – not via email, phone or fax. Applications should only be submitted once.

Process for consideration

All proposals will be reviewed by the relevant national or state-based team responsible for the sponsorship type (see below) you apply for. The team will assess suitability against the sponsorship criteria, feasibility and the resources required, and notification of our decision will be provided within one month of receipt of your application.

Sponsorship types

Depending on the nature of your application, you will need to apply for sponsorship under one of the following types:

- 1. Section 1: Australian Brand Sponsorship (Page 3-7)**
If you are looking for sponsorship from one of our Australian brands – such as XXXX, Tooheys, Hahn, James Boag etc – please read the guidelines in section 1, pages 3-7.
- 2. Section 2: New Zealand Brand Sponsorship (Page 8-10)**
If you are looking for sponsorship from one of our New Zealand brands – such as Steinlager, Speight’s, Wither Hills, Coruba etc – please read the guidelines in section 2, page 8-10.
- 3. Section 3: Community and Charity Partnerships (Page 11-12)**
If you are enquiring about a community or charity partnership please read the guidelines in section 3, pages 11-12. Please note, the guidelines for Australian and New Zealand proposals are the same, and as such both countries are covered within this section.
- 4. Section 4: Product Donations (Page 13)**
If you are enquiring about a product donation for your event, fundraiser or other activity, please read the guidelines in section 4, page 13. Please note, the guidelines for Australian and New Zealand proposals are the same, and as such both countries are covered within this section.

Section 1

Australian Brand Sponsorship

Introduction

Thank you for thinking of one of our Australian brands as a potential partner. We are proud to support the community, and do so in a number of ways. Our brands have long histories of supporting initiatives, groups and events in the areas of sport, art and entertainment, food and lifestyle, as well as a number of not-for-profit organisations.

Sponsorship for our brands is about delivering tangible, valuable benefits that engage existing consumers and share the values of our brands. We need to be able to identify the value in every opportunity, especially its potential to bring our brands to life.

As you can imagine, we receive hundreds of requests for sponsorship and whilst we would like to be able to extend our support to all we receive, on some occasions we are unable to assist due to existing commitments, relevance or budgetary constraints. These guidelines have been developed to help you understand if your proposal is suited to our brand portfolio and to give you the tools you need to prepare a suitable submission.

General Sponsorship Guidelines

- **We require sponsorship exclusivity in the category of brewed alcoholic beverages, and prefer to be the exclusive alcoholic beverage sponsor.**
- **We generally need an absolute minimum of six months lead time.**
- **We prefer sponsorships to be specific to one of our products, enabling it to be brought to life (see brand attributes below).**
- **Logo exposure is considered a bonus, but is not the primary goal of sponsorship.**
- **We prefer to invest in sponsorships that carry out audience research during and/or after the event, including sponsor questions, and the provision of results.**
- **We expect our sponsorship partners to invest a minimum of 10% of the total value of the sponsorship to proactively maximise the sponsorship.**

Sponsorship Restrictions

We have a set of sponsorship restrictions that reflect our status as an alcoholic beverages producer and the social responsibility we endeavour to maintain. As such, we do not sponsor:

- Events primarily intended for those under the age of 18 (i.e. they make up more than 25% of the audience);
- Bloodsports;
- Events that do not adhere to Responsible Service of Alcohol (RSA) requirements;
- Events that include or promote any activities that conflict with our social responsibilities.

Current Sponsorships

To assist you in understanding our individual brand positionings, here is an overview with examples of our core brand sponsorships:

Tooheys NEW

Rugby League and Horse Racing

Hahn Super Dry	Amateur Sports
James Squire	Food Festivals
XXXX GOLD	V8 Supercars, QLD Bulls
XXXX Bitter	Rugby League
XXXX Summer Bright Lager	Surfing QLD
Boag's Draught	Melbourne Cup, Grand Prix, Victorian Racing Club (VRC), ACT Brumbies
West End Draught	Cricket, AFL
Kirin	Graphic Art, Fashion

Target Markets and Positioning, by Product

In addition to the above brand sponsorships, specific product lines have a number of brand values and attributes. Whilst our products are for all adults to enjoy, outlined below are the target markets and positioning of some of our top brands, as well as websites details for further information.

- Tooheys NEW:** Outgoing males, 33 years old plus, who champion the great Australian suburban lifestyle with their family, mates and community.
www.tooheysnew.com.au
- Tooheys Extra Dry:** 25-39 year old men and women choose Tooheys Extra Dry for its clean, crisp taste. The brand is positioned as creative, collaborative, energetic, and 'switched on'.
www.extradry.com.au
- Tooheys Extra Dry 5 Seeds:** 18 - 24 year old guys and girls who are up for a good time and want to experience all that the world has to offer together. Brought to you by the brewers of Tooheys Extra Dry, the clean crisp taste of 5 Seeds means it's a refreshing cider, perfect over ice or straight out of the bottle.
www.tooheysextradry.com.au
- XXXX GOLD:** Male, 25–39, blue/grey collar workers who are down to earth, sociable and love watching or playing sport with mates. This group lives the good life and loves recreational and social sports like fishing and cricket.
www.xxxx.com.au
- XXXX BITTER:** Male, 18–29 blue collar workers who see themselves as a “man’s man”, tough and true. This group is mateship-oriented, genuine and energetic.
www.xxxx.com.au
- XXXX Summer Bright Lager:** 18-29 summer loving Australians. The beer is bright filtered for pure refreshment and is perfect for drinking under the Australian sun. The brand is about energetic fun times with mates outdoors.
www.xxxxsummer.com

James Boag's Premium:

Male, 30-49, married and potentially with children. These men have a grounded sense of confidence and value success. The best quality products are very important to them so James Boag's Premium is a perfect choice.

www.boags.com.au

Boag's Draught:

Male, 25–39, who are social and down-to-earth. This group appreciates quality in everything they do but don't need to show off about it. Boag's Draught is made with pure Tasmanian water and the finest ingredients to make a draught beer that's just... better.

www.boagsdraught.com.au

Hahn Super Dry:

Whether you play football or netball, Hahn Super Dry's The Third Half helps you put the mate into teammate. With an unforgettable super dry taste and with a third of the carbs of regular beer, Hahn Super Dry is the post-match beer of choice for modern Australians.

www.thethirdhalf.com.au / www.hahnsuperdry.com.au

Hahn Premium:

Male, 30-50 year old white collar workers who are sophisticated, well-educated, have a high disposable income and live in urban areas. Hahn Premium is an outstanding beer, positioned as modern, great tasting and perfect to partner with food.

Hahn Premium Light:

Male, 35 years plus, upper blue/white collar workers who are smart and in control. Hahn Premium Light is positioned as the best tasting light beer. Hahn Premium Light is Australia's favourite Premium Light beer, with approximately 50% of the Australian light beer segment.

James Squire:

James Squire is primarily targeted at 30+ males who like to discover new things and appreciate quality. The range is comprised of a variety of distinctive and truly flavoursome beers, brewed in the spirit of the ingenious rogue, James Squire – Australia's first brewer.

www.jamessquire.com.au

West End Draught:

18–50 year old blue/grey collar South Australian males with families. West End Draught drinkers love both playing and watching sport, and spending time with mates is a key priority. They love a laugh and are characteristically determined, down to earth and loyal.

www.westenddraught.com.au

Budweiser:

Unisex and inclusive, Budweiser is targeted to groups of 20-24 year olds enjoying a celebration; whether it be the FIFA World Cup, a birthday or the fact that's its Friday.

www.budweiser.com

Kirin:

Men and women, 24-28 years old, who consider themselves as trendy and upper middle class. This group is seeking a beer which will reflect their status and proudly show off his/her individuality. The pure refreshing taste is ensured by its unique first press method.

www.kirinbeer.com.au

Sponsorship Requirements

Sponsorships must provide at least six of the following:

- A natural link with our core brand values and product attributes;
- Creative ideas for utilisation of the sponsorship;
- One or more ways that we can involve our customers (i.e. liquor stores or chains that sell our products) in your event or program;
- Retail cross-promotion opportunities (e.g. retail liquor store chains etc);
- Promotion opportunities in licensed venues;
- Opportunities for key customer hospitality;
- Promotional main media time/space (logo exposure does not count);
- Access to a database that reflects one of our target markets;
- Opportunity to create a database that we will own;
- Ability to cross-promote with other appropriate sponsors;
- Endorsement of our product by your organisation and/or spokesperson;
- Investment divided into an upfront fee plus a performance-based incentive.

Ideally, sponsorships must also provide at least two of the following:

- Direct sales opportunities – to you and/or affiliated venues;
- Gaining exclusive pouring/beer rights in a venue or venues where we previously had none (e.g. affiliated clubs), or at an event;
- Ability to include key customer venues (hotels, restaurants, clubs) in the sponsorship.

To be considered, proposals must include:

- Key details of the opportunity e.g. what, where, when, and who is the target demographic;
- Exactly what you require from our brand for the sponsorship, and the level of sponsorship sought;
- Overview of your marketing plan – including what is and is not confirmed;
- List of sponsors who have committed to date;
- A comprehensive list of benefits, including how they relate to us and our products and estimated work;
- Timeline, including important deadlines;
- A lead time of a minimum 6-12 months;
- Credentials of your company and key subcontractors (publicist, event producer, etc);
- Expected participation / attendance / TV audience estimate;
- Media partners and their confirmed commitment to date.

See page 2 for instructions on how to submit your proposal.
Thank you for considering one of our Australian brands as a partner in your endeavours.

Section 2

New Zealand Brand Sponsorship

Introduction

Thank you for thinking of one of our New Zealand brands as a potential partner. Our brands have long histories of supporting initiatives, groups and events and we consider sponsorship an important element in our marketing strategy.

Sponsorship for our brands is about delivering tangible, valuable benefits that engage existing consumers and share the values of our brands. We need to be able to identify the value in every opportunity, especially its potential to bring our brands to life.

As you can imagine, we receive hundreds of requests for sponsorship and whilst we would like to be able to extend our support to all we receive, on some occasions we are unable to assist due to existing commitments, relevance or budgetary constraints. These guidelines have been developed to help you understand if your proposal is suited to our brand portfolio and to give you the tools you need to prepare a suitable submission.

General Sponsorship Guidelines

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- **We generally need an absolute minimum of six months lead time.**
- **We prefer sponsorships to be specific to one of our products, enabling it to be brought to life.**
- **Logo exposure is considered a bonus, but is not the primary goal of sponsorship.**
- **We prefer to invest in sponsorships that carry out audience research during and/or after the event, including sponsor questions, and the provision of results.**
- **We expect our sponsorship partners to invest a minimum of 10% of the total value of the sponsorship to proactively maximise the sponsorship.**

Sponsorship Restrictions

We have a set of sponsorship restrictions that reflect our status as an alcoholic beverages producer and the social responsibility we endeavour to maintain. As such, we do not sponsor:

- Events primarily intended for those under the age of 18 (i.e. they make up more than 25% of the audience);
- Bloodsports;
- Events that do not adhere to the Sale of Liquor Act;
- Events that include or promote any activities that conflict with our social responsibilities.

Current Sponsorships

To assist you in understanding our individual brand positionings, here is an overview with examples of our core brand sponsorships:

Steinlager

All Blacks, Auckland Marathon, NZ Music Awards

Speight's	Speight's Coast to Coast, Highlanders, Blues, Southland Rugby, North Otago Rugby, Tasman Rugby Union, Bay of Plenty Rugby Union, Speight's Brewery Environment Fund, Auckland Rugby, Otago Rugby
Speight's Summit Lager	NZI Sevens, Big Day Out, Burton Open, Black Keas Dodgeball team
Lion Red	NZ Warriors, Northland Rugby Union
Waikato Draught	Chiefs and Waikato Rugby, Waikato Tough Guy & Gal Challenge
Stella Artois	Stella Artois Auckland Racing Cup
Mac's	Auckland Seafood Festival, Food Festivals
Isaac's Cider	Rhythm & Vines, Food Festivals
Wither Hills	Raurangi Wetlands Project

Target Markets and Positioning, by Product

In addition to the above brand sponsorships, specific product lines have a number of brand values and attributes. It is important that your sponsorship proposal outlines which brand you are seeking sponsorship from, and how your proposal fits with the brand's values, audience and positioning. Our brand portfolio is far too broad to outline individual products for you here, so please visit our website or the individual brand websites to learn more about our products.

Sponsorship Requirements

The below requirements are recommended for all brand sponsorship proposals:

- A natural link with our core brand values and product attributes;
- Creative ideas for utilisation of the sponsorship;
- One or more ways that we can involve our customers (i.e. hosting, venues and opportunities with chains that sell our products) in your event or programme;
- Retail cross-promotion opportunities (e.g. retail liquor store chains etc);
- Promotion opportunities in licensed venues;
- Opportunities for key customer hospitality;
- Promotional main media time/space (logo exposure does not count);
- Access to a database that reflects one of our target markets;
- Opportunity to create a database that we will own;
- Ability to cross-promote with other appropriate sponsors;
- Endorsement of our product by your organisation and/or spokesperson;
- Investment divided into an upfront fee plus a performance-based incentive.

To be considered, proposals must include:

- Key details of the opportunity e.g. what, where, when and who is the target demographic;
- Exactly what you require from our brand for the sponsorship and the level of sponsorship sought;
- Overview of your marketing plan – including what is and is not confirmed;

- List of sponsors who have committed to date – including other alcoholic and non alcoholic partners;
- A comprehensive list of benefits, including how they relate to our brand / product;
- Timeline, including important deadlines;
- Credentials of your company and key subcontractors (publicist, event producer etc);
- Expected participation/attendance/TV audience estimates;
- Media partners and their confirmed commitment to date;
- A 6-12 month lead time prior to the proposed sponsorship commencement date;

See page 2 for instructions on how to submit your proposal.

Thank you for considering one of our New Zealand brands as a partner in your endeavours.

Section 3

Community and Charity Partnerships

Introduction

Thank you for thinking of Lion as a potential partner. Lion has ongoing partnerships with a number of community and charitable organisations through Lion Pride (our Workplace Giving Program) and through our Community Investment Initiatives. See below for details of each.

As you can imagine we receive hundreds of requests for sponsorship proposals, however it is our belief that by making larger contributions to a select number of organisations, we can use our resources to make a bigger difference to as many lives as possible. Consequently, whilst we would like to be able to extend our support to all requests, we are often unable to assist due to existing commitments, relevance or budgetary constraints.

We have prepared the following guidelines to give you a better understanding of where your opportunity may fit with our initiatives.

Lion Pride – Workplace Giving Program

Lion Pride, our Workplace Giving program, enables our people to contribute small amounts on a regular basis to the charities supported by the program. Donations are made pre-tax through payroll and Lion matches dollar for dollar the total amount donated.

Our people have chosen the cause areas they wish to support, and our selection team then identified the charities that best fit those cause areas and also meet our sponsorship criteria and align with our values, financial responsibility, and communication programs. The organisations we are currently supporting through Lion Pride are:

Australia

Australian Cancer Research Foundation
Australian Red Cross
Inspire
Red Kite
WSPCA
Australian Conservation Foundation

New Zealand

Heart Children New Zealand
New Zealand Down Syndrome Association
RSPCA
The Cancer Society Auckland
The New Zealand Red Cross
United Way New Zealand

We have strong, ongoing relationships with the above charities and we are not currently looking to add any more to this program. We review the cause areas with our people every few years, and if our people select a new cause area we will then look for charities that provide the best fit in that space.

Any new charities will be identified with the assistance of the Australian Charities Fund: <http://www.australiancharitiesfund.org.au/>.

Community Investment Initiative

Through our community investment initiative, Lion focuses on assisting organisations that aim to prevent alcohol misuse or with groups that help those particularly 'at risk' of alcohol misuse. To meet the criteria of this initiative, the partnership must genuinely make a difference and must address key misuse areas such as underage drinking, long term risky drinking, short term risky drinking causing immediate harm, drink driving or Indigenous misuse.

Lion currently has a number of long term partnerships under this initiative with organisations such as Father Chris Riley’s Youth off the Streets and Pathways Foundation in Australia, and Foundation for Youth Development in New Zealand (for more details on our partnerships, view our Sustainability Report in the Sustainability section of our website).

To assist you in the development of your proposal, please note the following:

Sponsorship Requirements

The below requirements are recommended for all our partnerships:

- A natural link with our core purpose and company values;
- Demonstrated achievements by your organisation in effectively preventing or addressing the issue of alcohol misuse;
- One or more ways that we can involve our people (e.g. volunteering opportunities) in supporting your programs or associated events such as fundraising;
- Ability to leverage off other Lion community partners where appropriate;
- Creative ideas for utilisation of the partnership;
- Where appropriate, endorsement of our company by your organisation and/or spokesperson;
- Ability to deliver measurable outcomes that are tracked on a six monthly or yearly basis.

To be considered, proposals must include:

- Details of your organisation, including charity status, brief history, the service or support your organisation provides, and contact details of the applicant (including phone and email);
- Examples of how your organisation has made a difference in preventing or addressing the issue of alcohol misuse;
- Exactly what you require from Lion for the partnership and the level of sponsorship sought;
- Overview of your key priorities for the term of the proposed partnership, including any key events or deadlines, expected outcomes, and how Lion can assist you to achieve them;
- List of other sponsors/partners/ambassadors of your organisation – including other alcoholic and non alcoholic partners.

See page 2 for instructions on how to submit your proposal.

Thank you for considering Lion as a partner in your endeavours.

Section 4

Product Donations

Introduction

Our core purpose is *growing sociability and wellbeing in our world*, and we recognise that one of the ways we can do this is by providing products from our fantastic brand portfolios to suitable events, activities and fundraising opportunities.

As you can imagine we receive hundreds of requests for product donations and whilst we would like to be able to extend our support to all requests, on some occasions we are unable to assist due to existing commitments, suitability or budgetary constraints.

Sponsorship Restrictions

In keeping with our core purpose and in recognition of our social responsibility as an alcoholic beverages producer, we will only provide product donations to events, activities or fundraising opportunities that do not in any way conflict with our responsibilities in this respect. As such, we will not provide product to:

- Events primarily intended for those under the age of 18 (i.e. they make up more than 25% of the audience);
- Bloodsports;
- Events that do not adhere to Responsible Service of Alcohol (RSA) requirements in Australia and the Sale of Liquor Act in New Zealand;
- Events that include or promote any activities that conflict with our social responsibilities.

Sponsorship Requirements

Please provide the following information in your proposal:

- Your organisation and an overview of what your organisation does, including your address and contact details;
- The event/s, activity or fundraising event that the product will be used for;
- Who will be attending your function (i.e. please highlight expected age groups, specific guests and media likely to attend);
- The number of attendees at the event, including an estimated breakdown between men and women (this will help us to determine a suitable product quantity for your function, based on RSA / Sale of Liquor Act guidelines. Please note, we are able to arrange collection of surplus product);
- The product types requested (please be specific if you are looking for certain brands, or a mix between full and mid/low strength beer or wine);
- How you propose to acknowledge Lion's contribution or profile our brands at your event.

See page 2 for instructions on how to submit your proposal.

Thank you for considering Lion as a partner in your endeavours.