



Lion  
Sponsorship Proposal  
Guidelines

Dairy & Drinks

# 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 the following page for descriptions)
- Step 2:** Read the relevant sections, and develop your proposal.
- Step 3:** Submit the proposal using the online form on our website – under ‘Sponsorship and Donations’.
- Step 4:** We will endeavour to respond to your application within one month.

## NOTE:

- **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 and assessed based on:

- Suitability with core brand values
- Reach with target audience
- Promotional opportunities to drive brand engagement
- Fit with budget constraints
- Whether the return on investment meets our hurdle rate
- Whether the proposal is free from any political, religious, environmental or racial bias, and the
- Resources required

In some cases, sponsorship proposals which do not meet the above criteria may still be considered if they:

- Provide supply rights opportunities
- Meet a tactical objective for the brand

Notification of our decision will be provided within one month.

# 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: Brand Sponsorship – Australia (Page 4-6)**

If you are looking for sponsorship from one of our Australian brands please read the guidelines in section 1, pages 4-6.

**2. Section 2: Brand Sponsorship – New Zealand (Pages 7-8)**

If you are looking for sponsorship from one of our brands in New Zealand – such as Yoplait and Big M – please read the guidelines in section 2, page 7-8.

**3. Section 3: Community and Charity Partnerships (Page 9-10)**

If you are enquiring about a community or charity partnership please read the guidelines in section 3, page 9. 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 11)**

If you are enquiring about a product donation for your event, fundraiser or other activity, please read the guidelines in section 4, page 10. 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

## Brand Sponsorships – Australia

### Introduction

Thank you for considering one of our Australian brands as a potential partner. 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 many occasions we are unable to assist due to existing commitments and budgetary constraints.

Sponsorship for our brands in Australia 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. These guidelines have been developed to help you understand if your proposal is suited to our brand portfolio.

### General Sponsorship Guidelines

- **We require sponsorship exclusivity in the categories of white and flavoured milk, juice, water, cheese, yoghurt and other dairy related products.**
- **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.**

### Our Brands

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 to learn more about our brands.

### Current Sponsorships

To assist you in understanding our individual brand positioning, here is an overview of our current core brand sponsorships:

Dairy Farmers Milk	Sydney Royal Easter Show, Brisbane "Ekka" Show, Regional Agricultural Shows, Festivals, North Queensland Cowboys & Dairy Farmers Stadium (Townsville)
PURA Milk	Geelong FC, Regional Football Clubs, Regional Agricultural Shows, Adelaide 36'ers
PURA Light Start	Kieren Perkins
Dare Iced Coffee	V8 Supercar events, Rugby League
Farmers Union Iced Coffee	Adelaide Crows FC, Port Adelaide FC, SANFL Clubs, Clipsal 500, Motor Racing venues
Masters	West Coast Eagles, Busselton Ironman, WACA

Moove	Surfest, Surfing Events
Daily Juice	Regional Agricultural Shows
King Island Dairy	Food & Wine Festivals, Portsea Polo, Cheesefest
Tasmanian Heritage	Food & Wine Festivals, Cheesefest
Mersey Valley	Moonlight Cinema, Melbourne International Flower & Garden Show
Coon	Regional and Metropolitan Agricultural Shows

### **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 leveraging of the sponsorship;
- One or more ways that we can involve our customers (i.e. Supermarkets, Petrol & Convenience chains or Milk Bars and Coffee Shops that sell our products) in your event or program;
- Retail cross-promotion opportunities;
- Promotion opportunities at 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;
- Opportunity to sample or create experiential marketing initiatives through sponsorship.

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

- Direct sales opportunities – to you and/or affiliated venues;
- Gaining exclusive supply to a venue or venues where we previously had none (e.g. affiliated clubs), or at an event;

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 minimum lead time of 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

## Brand Sponsorship – New Zealand

### Introduction

Thank you for considering one of our New Zealand brands as a potential partner. 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 many occasions we are unable to assist due to existing commitments and budgetary constraints.

With this in mind, sponsorship is an important element in our marketing strategy and we are always willing to hear about new sponsorship opportunities. Sponsorship for our brands in New Zealand 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 it's potential to bring our brands to life.

To assist you in the development of your proposal, we have prepared the following guidelines, to give you a better understanding of whether your opportunity is right for our brands.

### General Sponsorship Guidelines

- **We require sponsorship exclusivity in the categories of yoghurt and flavoured milk.**
- **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.**

### Our Brands

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 to learn more about our brands.

### Sponsorship Requirements

The below requirements are recommended for all brand sponsorship proposals:

- Sponsorship exclusivity in the category of yoghurt and flavoured milk;
- Minimum of six months lead time;
- We prefer to invest in sponsorships that carry out audience research;
- We expect our sponsorship partners to invest a minimum of 10% of the total value of the sponsorship to proactively maximise the sponsorship;
- A natural link with our core brand values and product attributes;
- Creative ideas for leveraging of the sponsorship;
- One or more ways that we can involve our customers in your event or program;
- Retail cross-promotion opportunities;

- Promotion opportunities at venues;
- Opportunities for key customer hospitality;
- Promotional 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;
- Endorsement of our product by your organisation and/or spokesperson;
- Opportunity to sample or create experiential marketing initiatives through 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 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.

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

- Direct sales opportunities – to you and/or affiliated venues;
- Gaining exclusive supply to a venue or venues where we previously had none (e.g. affiliated clubs), or at an event;

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 considering Lion as a potential partner. Lion has ongoing partnerships with a number of community and charitable organisations through our Community Investment Initiative and through our workplace giving program e-CAP (Employee Community Assistance Program).

As you can imagine we receive hundreds of sponsorship requests, 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 proposals, on many occasions we are unable to assist due to existing commitments, relevance and budgetary constraints.

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

### **e-CAP – Workplace Giving Program**

e-CAP, 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.

Charities are nominated by our people working at each site to receive an annual donation. At this stage we are not looking to add any more charities to our program.

### **Community Investment Initiative**

Since 2001, through our community investment initiative and under our PURA Brand, we have been the major sponsor of Big Brothers Big Sisters.

Big Brothers Big Sisters is the leading and longest-serving youth mentoring organisation in Australia, supported by an international heritage spanning more than 100-years. The program is based on the simplicity and power of friendship.

In New Zealand, under our Yoplait brand, we were the first national sponsor and continue to be a sponsor of the Big Brothers Big Sisters program.

In addition, we are committed to supporting sporting clubs and sports role models who are passionate about healthy living (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;
- 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);
- 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 food or beverage 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**

Over many years Lion has formed a very close alliance with Foodbank.

Lion is a regular and substantial donor to Foodbank, Australia's largest hunger relief organisation. We donate product that Foodbank then makes available to over 1,500 welfare agencies for distribution to people without enough to eat. In the 2008-09 year, we provided more than 730,000 kilograms of dairy and juice product, making a real difference to Australia's hungry.

Many of our dairy and drinks products require refrigeration, and as a consequence, must comply with Government regulations to be cold chain compliant at all times. This generally provides limitations on most requests for products donations, particularly from people seeking items to go into show bags, auction items and hampers.

Therefore, in most cases, we would prefer to control the environment in which our products are sampled to ensure:

- cold chain compliance is adhered to;
- the correct message (verbally and visually) is communicated when the product is trialled
- that questions and comments about our brands are answered correctly
- that all valuable feedback is also collected and passed back to our marketing team.

### **Product Donation Guidelines**

We will generally be unable to consider most other requests for products and donations, over and above those details in our commitment to Foodbank and our valued customer base.

### **Lion Dairy & Drinks Customers**

If you are one of our retail customers please discuss your product request with your Lion Dairy & Drinks sales representative.

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