



FEATHERTOP

Boynton's Feathertop Sponsorship & Donations Policy

We recognise the important role we play as a member of the community, and support selected local activities and organisations that benefit the community in which we operate. Activities and organisations are supported through working in partnership with the broader community for the long-term benefit of the tourism industry within the Alpine Valleys Region. All sponsorship applications will be evaluated according to the criteria set out below.

Each proposal will be assessed on a merit basis according to the criteria set. Each year at our business planning session, all staff of Boynton's Feathertop nominate their preferred charities and will assess other opportunities at this time. This means that if a proposal for sponsorship is to be considered a submission is to be prepared addressing the criteria set out in this policy document and submitted with **a six week lead time** to assess the application. Alcohol will only be provided to organisations complying with Responsible Service of Alcohol (RSA) requirements.

Sponsorship Criteria

Boynton's Feathertop will only agree to sponsorship opportunities that:

- Are consistent with our vision, values and objectives
- Addresses our target audience
- Helps achieve our objective to increase awareness of Boynton's Feathertop
- Adds value to business activities

Key areas of potential support by Boynton's Feathertop include:

- initiatives that support the future growth of the tourism industry in the Alpine Valleys Region
- initiatives that are directed at increasing the profile of Boynton's Feathertop
- Community events in an area where Boynton's Feathertop members conducts its business.
- Are credible, with a proven track record in managing community initiatives,

Boynton's Feathertop Sponsorship Request Form

Name of Organisation:

Address:

Contact:

Phone: Email:

Date of Event:

Are you a registered charity for taxation purposes: Yes No (please circle)

Estimated Number of Guests:

Purpose of Event:

Goods/services requested and \$ value:

Venue where event will be held:

Is there an opportunity for Boynton's Feathertop to provide any of its products/services for the event?

Target demographic of guest list:

Promotional Opportunities: (Please provide evidence/details of how Boynton's Feathertop will be acknowledged. If acknowledgement includes exposure in a program, attach sample program)

Other supporting information: Briefly describe why Boynton's Feathertop should consider your request, event management capabilities or any other information that may influence our decision to provide support.

On completion please return your application to boynton@boynton.com.au. Your application will have a greater chance of success if you allow plenty of time for assessment. Preference is given to organisations who submit their application at least **six weeks prior** to the event. If you are not successful on this occasion but your event is held annually, please submit a request for assistance before May each year for inclusion in our business plan for the following year.

Good luck with your application, we would love to provide assistance to as many people as possible.