

Sponsorship policy and guidelines for AWB

November 2008



The following information has been prepared for organisations and/or individuals seeking sponsorship funding from the AWB Group.

AWB reviews sponsorship opportunities annually during July-August and funding is then allocated for the next financial year, 1 October - 30 September. The allocation of sponsorship funding for the 2008-2009 financial year is now complete.

Sponsorship objectives

AWB has identified the following areas where commercial sponsorships have the potential to add value commensurate with an associated investment:

1. by offering tangible and where possible, sustainable agribusiness returns, through specific activities of a sponsored organisation, such as technical support of growers, agricultural, plant science or environmental research or sales events such as agricultural shows and field days
2. by generating significant positive exposure for AWB or Landmark brands or marketing programs to a relevant rural target audience, through paid and non-paid media
3. by creating enhanced levels of positive community awareness / credibility of AWB or Landmark brands through the activation of sponsorship assets such as personalities, brands, images and intrinsic values
4. by providing opportunities to communicate with stakeholders and customers where the sponsorship offers hospitality benefits
5. by creating a positive partnership with a sponsored stakeholder organisation and AWB and/or Landmark.

All sponsorships must be capable of achieving at least one of these objectives, with a strong preference for sponsorships that can achieve significant and sustained improvements in commercial outcomes, rather than the simple exposure of a brand message.

There must be evidence that the organisation seeking AWB and/or Landmark support is both capable of and willing to deliver full activation of the sponsorship in cooperation with AWB and/or Landmark's marketing.

Examples of preferred program characteristics are:

- programs which directly support sales for a particular businesses of AWB and/or Landmark, such as field days and promotional events
- programs which deliver new or significantly increased brand / product awareness to targeted groups of customers
- programs which offer valued and relevant hospitality opportunities
- programs that deal directly with issues faced by customers and the rural communities in which they live

As the AWB Group sponsorship budget for 2008-2009 has been fully allocated, we will not be accepting any new requests for sponsorship funding for this financial year.

If you have questions, please contact AWB Corporate Affairs on +61 (0)3 9209 2000.