

Guidelines for sponsorship applications

Wesfire frequently receives request for support and sponsorship from a wide variety of sources. These can range from simple requests for raffle prizes to significant financial and non-monetary assistance to support a major project, activity or event.

Wesfire views its contribution and sponsorships as long-term investments in its commitment to the Australian community. Only proposals that are consistent with the Wesfire core values will be considered for sponsorship.

Wesfire Core Values

Quality

We are committed to providing products and services of the highest quality and standard to our customers, suppliers and staff.

Leadership

We are committed to leading the way in providing innovative ammunition and law enforcement component solutions to the Australasian market.

Relationship

We are committed to developing strong business relationships and friendships with our customers, suppliers and staff.

Equity

We are committed to the best business practices and investment policies that will generate profits and equity for Wesfire.

Generosity

We are committed to passing on the rewards of our business success to our staff, customers and charitable groups.

What Wesfire looks for in a partnership

To ensure that applications for sponsorship are treated equally, only those submission that meet the following criteria will be considered:

- The proposal is from a genuine, not-for-profit organization, parent body or State association other than an individual club, team or single person.
- It is preferable if there is a clear link between the activities, products or services of Wesfire and the organization seeking sponsorship.
- The organization/ event supports the values and philosophies of Wesfire and is in line with Wesfire's marketing and/or corporate objectives.
- The project delivers or has the potential to deliver benefit to Wesfire.
- There is the opportunity for a high degree of visibility within the local or wider community providing positive exposure for Wesfire and/or its products and services.
- The project is a viable proposition and has a high degree of merit with the potential to deliver valued results to the community.
- Wesfire would receive measurable benefit as a direct result of the sponsorship.

What we don't sponsor

Specifically Wesfire will **NOT** sponsor:

- Activities that simply promote the sponsored organization's existing goals or are designed to attract more people to the sponsored organization.
- Bodies that cannot, if requested, provide satisfactory detail on the financial or other aspects of the program including benefits that will accrue to Wesfire from its participation in the sponsorship.
- Sponsorship proposals from organizations or for activities that are considered discriminatory.
- Any event involving a conflict with Wesfire policy.
- A proposal that conflicts with an existing Wesfire relationship.
- The event or activity contravenes an existing Wesfire policy position or is considered to pose a potential legal, ethical or environmental risk.
- A political party or any organization associated with a political party.

Wesfire Sponsorship Proposal Requirements

In order to prepare your proposal for consideration, you are strongly encouraged to follow this simple four step process.

1. Ensure your activity fits our guidelines and is aligned to our corporate values and brand attributes. It should also not be similar to existing Wesfire sponsorship agreements.
2. Visit our website at www.wesfire.com.au for details on current sponsorship activities.
3. Ensure the following points listed are addressed in your proposal.
4. Ensure you provide us with at least a **four-week timeframe** to consider your proposal. Such applications will be for events endorsed before each financial year.

Points to address in your proposal

1. Date (s) of proposed event.
2. Company or organization name
3. Contact person (name, address, phone, fax, email)
4. Event/ Project name
5. Event/ Project objectives
6. Level of sponsorship sought, i.e. naming rights, major, minor, category exclusive, other.
7. Wesfire proposed official designation (e.g. "presenting partner", "official sponsor")
8. Sponsorship amount and term of agreement.
9. Expected number of participants by age group
10. How the event/ project will assist Wesfire to demonstrate its commitment to providing help to the community.
11. Level of paid and unpaid media/ advertising that will be used to promote the event/ project.
12. How this event/ project will help generate the sale or promotion of Wesfire products and services.
13. Which Wesfire products or services can be aligned to the event/ project.
14. Other Sponsors and their designations
15. Evaluation measures
16. The Sponsorship Benefits:
 - signage—how many and where?
 - Collateral Material—what type and how many?
 - Hospitality opportunities
 - Raising Wesfire awareness and profile in the business community.

Who should I contact?

Jonathon Carruthers is responsible for the coordination and assessment of all sponsorship applications. Sponsorship applications should be presented either in electric or hard copy format and addressed to:

info@wesfire.com.au or

Jon Carruthers
Sales and marketing manager
PO Box 1390
Wangara 6947 WA

Application for Wesfire Sponsorship

Date (s) of proposed event: _____

Company or organization name: _____

Contact person: _____ Email: _____

Phone: _____ Fax: _____ Mobile: _____

Event/ Project name: _____

Event/ Project objectives: _____

Level of sponsorship: _____

Wesfire proposed official designation: _____

Sponsorship amount and term of agreement: _____

Expected number of participants: 0-18 _____ 18-30 _____ 30-60 _____ 60+ _____

How the event/ project will assist Wesfire to demonstrate its commitment to providing help to the community:

Level of paid and unpaid media/ advertising that will be used to promote the event/ project:

How this event/ project will help generate the sale or promotion of Wesfire products and services:

Which Wesfire products or services can be aligned to the event/ project: _____

Other Sponsors and their designations: _____

Sponsorship Benefits: _____
