

Application for Sponsorship

First Name: _____ Last Name: _____

Name of Organisation: _____

Telephone: _____ Fax: _____

Email: _____

- Please provide a brief description of your organisation or community group:

- Please provide a brief description of your opportunity. Be sure to include all package inclusions and benefits to *The Coffee Club* in this section.

- Dates the sponsorship will be valid: From _____ To _____

- Is there any history on the event or activity that you can share with us?:

- What is the expected outcome of this event or initiative?

- Indicate the level of exposure that the your local *The Coffee Club* will receive with this opportunity.

Please detail each section:

~ TV coverage: _____

~ Press coverage: _____

~ Newsletters/Mailouts: _____

~ Signage: _____

~ PA Announcement: _____

~ Radio: _____

~ Event Program: _____

~ Other exposure: _____

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- Who will be at the event/activity? Please detail as much as you can – demographics, psychographics, their current view of *The Coffee Club* etc:

- Please indicate the type of assistance you require from the local *The Coffee Club* and give detail:

~ Financial (indicate investment): _____

~ Coffee sales (indicate volume required to be consumed): _____

~ Merchandise (what type): _____

~ Vouchers (type of offer required & method of distribution): _____

~ VIPs (how many & include detail): _____

- Are there any opportunities in this local area sponsorship for overall *The Coffee Club* Brand exposure?

- Please detail other groups of sponsors involved in this event:

- Please provide us with any timelines, marketing collateral/resources for this proposal?

- How will you measure the success of this initiative?

To submit your application, fax this form to (07) 3844 2551 .

Please allow up to 4 weeks for us to respond to your request, and please provide return contact details in your application. Application does not automatically guarantee *The Coffee Club's* acceptance or commitment to any proposal submitted. It is *The Coffee Club* Corporate Office and their franchisees absolute discretion to or not to enter into a sponsorship agreement.