

R. M. WILLIAMS

EST. 1932, AUSTRALIA

SPONSORSHIP APPLICATION

Each year, R.M.Williams receives more than 2,000 applications for sponsorship. Unfortunately, we are not able to support all requests.

To be considered, applications must be made using this form. Any applications received that are not on this form are not able to be considered.

R.M.Williams' main criteria is to reach as many people as possible in both rural and metropolitan Australian regions.

Consideration will be given to all proposals other than religious, individuals, military or socio-political organisations or those that promote smoking, alcohol or gambling.

Please allow at least two months from the date of submission of your application to the date of your event. Applications that require a response in less than two months may not be considered.

All sponsorship applications are evaluated by the Head of Heritage & Heartland Marketing to assess their feasibility, suitability and the resources that may be required.

Proposals can be submitted in the following formats:

Post:

Terry Goodear
Head of Heritage & Heartland Marketing
R.M.Williams
Level 1, Building 3 & 4, The Mill,
41-43 Bourke Road,
Alexandria NSW 2015, Australia

Email:

sponsorships@rmwilliams.com.au



SPONSORSHIP APPLICATION FORM

Date:

Your name:

Organisation's name (If applicable):

Postal address:

Email address:

Fundraising initiative date:

(Please note: a date less than two months from the date of submission of your request is not able to be processed)

Fundraising initiative name (If applicable):

Fundraising initiative location (If applicable):

Brief description (Including how the funds will be raised):

Nearest R.M.Williams owned store:

How can R.M.Williams assist with your fundraising?

(Briefly outline what you are looking for – eg. product donation for a raffle, financial support etc.)

Objective/s of the fundraising initiative:

How many people do you expect to reach and influence through your event, organisation or charity and in what region/s of Australia are they located?

Please outline how the fundraising will benefit the community:

How will you measure the success of the initiative?

(Eg. do you have any fundraising targets?)

How does the initiative relate to the R.M.Williams business or customer?

Are there any opportunities to promote the R.M.Williams business through the initiative?

Have you approached R.M.Williams previously for sponsorship? Yes No

If you would like to submit additional information to support your application, please attach to the back of this form.