

## CANBERRA MILK SPONSORSHIP PROPOSAL GUIDELINES

Captiol Chilled Foods Australia (CCFA) receives many proposals every year requesting sponsorship from Canberra Milk. These guidelines are to ensure each sponsorship request falls within CCFA's core purpose and business objectives.

### CCFA'S SPONSORSHIP OBJECTIVES

1. Increasing sales to its target markets
2. Adding value to current and potential customers and consumer
3. Enhancing CCFA localness and community support for Canberra
4. Gaining on-site sales
5. Product endorsement by individuals or organisations, including recognition and support via Social Media
6. Adding value to trade relationships

### GUIDELINES

1. Sponsorship must provide an opportunity for sales increase of Canberra Milk products including Milk Based Beverages, Juice and White Milk
2. Sponsorship must be dedicated to specific activities within the ACT and involving predominantly ACT residents
3. We prefer proposals at association level rather than individual or team sponsorships
4. Logo exposure and recognition via your Social Media channels.
5. Sponsorship exclusivity across the soft beverage category - MANDATORY
6. Providing opportunity for key customer hospitality e.g. 'What Money Can't Buy' activities
7. Creative ideas for maximising the sponsorship
8. Provide promotional main media time/space
9. Exclusive vending rights - MANDATORY
10. Naming rights, preferred but not Mandatory



## TARGET MARKET

Canberra Milk -

Users: Children 5 - 12, Teenagers 13 - 17 & Men 18 - 29

Purchases: Women, Men and parents 18 - 49

DARE -

Users: Men 18 - 35

Purchases: Men

Juice -

Users: Children 5 - 12, Men & Women 25 - 40

Purchases: Women, Men & Parent 18 - 40

Flavoured Milk -

Users: Children 5 - 12, Teenagers 13 - 17 Men & Women 18 - 29

Purchases: Women, Men & Parent 18 - 29

## CONSIDERATION WHEN PREPARING YOUR SPONSORSHIP REQUEST/PROPOSAL

1. Key details of opportunity
2. Overview of your marketing plan - including what is and is not confirmed
3. List of sponsors who have committed to date and those you will be approaching
4. A comprehensive list of benefits, including how they relate to Canberra Milk and CCFA, e.g. media, social media and what channels you can activate
5. Realistic expected participation and audience numbers
6. Timelines, outlining importing deadlines
7. Credentials of your company and key subcontractors (publicist, event producer etc.)
8. Details of monetary and in kind investment requested from us

## PROCESS OF CONSIDERATION

All proposals will be reviewed by CCFA, where we will assess suitability, feasibility and resources required, human and monetary.

Sponsee will be notified of disposition of the proposal within 4 weeks

## CONTACT DETAILS

E: [sponsorship@ccfa.com.au](mailto:sponsorship@ccfa.com.au)

P: 02 6260 9111

M: PO BOX 4154, KINGSTON ACT 2604

[www.ccfa.com.au](http://www.ccfa.com.au)

