

SPONSORSHIP APPLICATION

Warragul Linen Service (WLS) embraces its social and corporate responsibilities. It has a positive relationship in the community in which it operates, which in turn contributes positively to its operational effectiveness.

WLS provides a number of forms of sponsorship in recognition of the important role we play in the community to those organisations that provide a positive impact on its members.

To ensure WLS manages sponsorship requests in a consistent and ethical manner, whilst fulfilling the organisation's objectives, a formal application for sponsorship is required from each sponsor seeker which is evaluated against a set of criteria.

Objectives:

WLS aims to provide in-kind sponsorship to organisations that share in our commitment to improved health outcomes and community engagement. WLS also supports local community programs in recognition of its corporate social responsibilities.

Limitations:

WLS will not engage in sponsorship that may be inappropriate, either through association or activity. The following activities would be considered inappropriate for the purposes of sponsorship:

- Sponsors whose purpose and objectives are inconsistent with WLS and/or West Gippsland Healthcare Group
- Organisations involved in the sale/promotion of socially undesirable products and services
- Organisations that are financially unsound or unstable
- Organisations or activity requiring WLS to directly endorse or promote its products and/or services.

There are risks and benefits associated with sponsorship arrangements, which require careful review to ensure an ethical framework promoting the organisation's accountability and transparency.

In order for sponsorship requests to be fully considered, please ensure they are submitted at least 1 month prior to when sponsorship is desired.

If, after having read the above, you have a sponsorship opportunity which you would like to submit, please complete the attached 'Sponsorship Application Form' and forward with any relevant documentation to:

Alan Hollensen
General Manager
Warragul Linen Service
Ley Street
Warragul VIC 3820

APPLICATION FORM

Organisation	
Event name (if relevant)	
Date submitted	

Date of event (if relevant) ___/___/___ to ___/___/___

Length of event or sponsorship _____ days/months/years

Date of sponsorship commencement _____

Please select the groups that this sponsorship request has the strongest alignment with:

- | | |
|--|--|
| <input type="checkbox"/> Education | <input type="checkbox"/> Arts |
| <input type="checkbox"/> Environment | <input type="checkbox"/> Community |
| <input type="checkbox"/> Sports | <input type="checkbox"/> Entertainment |
| <input type="checkbox"/> Cause related/Charity | <input type="checkbox"/> Ethnic |
| <input type="checkbox"/> Business | <input type="checkbox"/> Health |
| <input type="checkbox"/> Indigenous | <input type="checkbox"/> Other |

Audience/Customer base of sponsorship (please circle the group that best describes the demographic)

Age < 20 20 – 30 30 – 40 40 – 50 50 – 60 < 60

Region(s): _____

Estimated number of people directly exposed to this sponsorship: _____

Level of sponsorship

Value in-kind \$ _____

Please provide details:

How does your sponsorship request align to WLS objectives (page 1):

In-kind Benefits to WLS

Please give details of the in-kind benefits WLS will receive from this sponsorship

Benefit		Details
Tickets/ Hospitality	Y / N	
Speaking rights at relevant programs	Y / N	<i>(provide details of public speaking opportunities)</i>
Acknowledgement as a Corporate Sponsor	Y / N	<i>(in newsletters, on signage and banners etc.)</i>
Other	Y / N	

Media Benefits

Please give details of the marketing exposure WLS will receive from this sponsorship

Media releases	Y / N	
		<i>(targeting radio/TV/press etc.)</i>
Advertisements in local newspapers	Y / N	
		<i>(size, number, frequency etc.)</i>
Direct Mail	Y / N	
		<i>(length, time, number, frequency etc.)</i>
Advertisements on Radio - Local	Y / N	
		<i>(length, time, number, frequency etc.)</i>
Advertisements on TV	Y / N	
		<i>(length, time, number, frequency etc.)</i>
Website	Y / N	
		<i>(banner, site ads etc.)</i>

Sponsor seeker contact details

Name	
Position	
Organisation Address	
Phone	
Fax	
Email	

Should you have any queries regarding the completion of this form, please contact the WLC Administration on 03 5624 0500.

Thank you for considering **Warragul Linen Service** as a sponsor.