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Freedom Fuels Australia Pty Ltd  
ABN 49 093 244 761

## Community Sponsorship Application Form

### **Section 1. Application Covering Information** **1A .Your Organisation Details**

a. Name of the applicant Organisation / Agency requesting sponsorship. (Include full Company details of the organisation)

b. Relationship of the Applicant Organisation / Agency to the Sponsorship (if applicable)

c. Contact Name and Details (e.g. Name, Phone, Fax, Email, Mailing Address, and ABN)

d. Detail any previous association with Freedom Fuels Australia and the current status

e. Detail any other sponsors that are currently involved with the applicant organisation and / or the sponsorship and their level of involvement



performance with responsibility

**1B. Sponsorship / Donation Details**

a. Please provide a description of the proposed sponsorship (cash &/or charitable donation)

Yes / No  
Cash  
Product  
Both  
Other

If applicable, please detail any other resources required to support the sponsorship

b. What is the timing of the sponsorship / donation activity?

c. What is the proposed term of the sponsorship?

d. What is the proposed cost per annum of the sponsorship and total amount over the proposed term?

## **Section 2. Community Benefit**

a. Please describe this sponsorship opportunity that you are offering to Freedom Fuels

b. What do you see as the key Community Benefits that will come from this sponsorship? Please indicate which of the Freedom Fuels in the Community funding priorities will be addressed by this Sponsorship

- ✓ Health and Safety - supporting projects that promote good physical and mental health
- ✓ Culture and Society- supporting artistic and cultural projects and endeavours.
- ✓ Environment - supporting projects that benefit the natural environment.
- ✓ Low Carbon Energy alternatives – supporting projects that contribute to lowering carbon emissions

c. What are your key success measures for this sponsorship and how will you know that you have achieved them?

d. How big is the reach and profile of your organisation (e.g. international, national, state or local)?

e. Why do you think Freedom Fuels is the right partner / sponsor for you with this project / opportunity?

### **Section 3. Business Alignment**

a. In what ways can Freedom Fuels be involved in the project / opportunity / event?

b. How do you see Freedom Fuels as mutually benefiting from this involvement and our partnership?

c. Which of Freedom Fuels key stakeholders do you think might be involved in the opportunity, how will they be involved and what are the key messages we should jointly be promoting?

Stakeholder Impact (Y/N)

Customers generally

Customers from a specific high value segment

Suppliers

Partners / distributors

Government

Employees

The general public

Consumer advocates / critics

The community sector in our key core theme areas

Commercial sectors

d. If not covered previously, please detail how Freedom Fuels employees could be involved in the Sponsorship.

e. Detail the benefits delivered under the sponsorship as it relates to the following areas:

(1) Media / communication Opportunities Rights (e.g. TV, print, radio, internet, newsletters, databases)

(2) Use of intellectual property (e.g. logos, trade marks, talent appearances and/or imagery)

f. Which Freedom Fuels brand(s) would you envisage the sponsorship complementing and why?

g. Where do you see the relationship going with Freedom Fuels in the longer term?

#### **Section 4. Other Information**

a. Outline any other information you would like to include that is important to the sponsorship application

b. Provide further details about how you will measure the outputs and impacts on the community that will accrue from this opportunity.

#### **Please note:**

*A sponsorship plan must accompany the Community Sponsorship Application Form.*

*A sponsorship plan should contain key accountabilities, objectives, key performance indicators and measures, resourcing, execution, timeframes and processes concerning review.*

This Community Sponsorship Application along with a copy of the sponsorship plan should be forwarded:

By mail:

Freedom Fuels  
The Marketing Manager  
PO Box 161  
Hamilton Central  
QLD 4007

Facsimile: (07) 3268 7643

Email: [csc@freedomfuels.com.au](mailto:csc@freedomfuels.com.au)

Should you wish to enquire about any elements of the application process or to check on the progress of a submission, please contact the **Marketing Manager Freedom Fuels** email: [cherylh@freedomfuel.com.au](mailto:cherylh@freedomfuel.com.au)

Monday to Friday between 9am and 5pm, excluding Public Holidays.