

# Alstonville Quality Meats Sponsorship and Charitable Donations Policy

We are a family owned and operated business located in Alstonville NSW, just 30 minutes out of Byron Bay.

Each year, we receive many requests for donations and support from a wide variety of organisations and individuals and unfortunately, we can't assist everyone. This policy has been established to address all requests on a case by case basis, based on the assessment criteria contained in this document. Each request will be carefully assessed to determine if it meets Alstonville Quality Meats sponsorship, marketing and community objectives.

Consequently we are unable to proceed with requests for support that do not fit within these objectives. In addition, budgetary constraints limit the number of opportunities that we can undertake.

Alstonville Quality Meats seeks to act as a good business citizen at all times and has undertaken small scale contributions and sponsorships as part of our partnership with the community, however as requests have increased in number, it has become necessary to monitor those requests.

We recognise the important role we play as a member of the community, and support selected activities and organisations that benefit the community in which we operate. All sponsorship applications will be evaluated according to the criteria set out below and must be submitted on the form provided.

Scope of this policy in the context of this policy '**sponsorship**' is defined as the provision of goods or services in exchange for advertising, marketing and promotional opportunities.

'**Donation**' is defined as the provision of goods to a registered charity where a receipt for the value of goods can be provided for taxation purposes.

## **Sponsorship:**

- may only take the form of provision of material goods or other
- consists of resources in exchange for agreed acknowledgment
- may be between one or more organisations
- does not generally include unencumbered donations of goods and services, or materials.

## **Donations:**

- may only take the form of provision of material goods or other
- consist of resources provided free of charge and unencumbered
- will be provided to registered charities where a receipt for the value of the goods can be provided for taxation purposes. Policy and rules of engagement Responsibility for co-ordination of sponsorship lies with the owners of Alstonville Quality Meats.

Each proposal will be assessed on a merit basis according to the criteria set. Each year at our business meeting, all staff of Alstonville Quality Meats nominate their preferred charities and will assess other opportunities at this time.

This means that if a proposal for sponsorship is to be considered a submission is to be prepared addressing the criteria set out in this policy document and submitted with a six week lead time to assess the application.

## **Sponsorship Criteria**

Alstonville Quality Meats will only agree to sponsorship opportunities that:

- Are consistent with our vision, reputation and objectives
- Addresses our target audience
- Helps achieve our objective to increase awareness of Alstonville Quality Meats
- Adds value to business activities

## **Preference will be given to organisations that:**

- Include Alstonville Quality Meats products that are branded on the menu at events held
- Are credible, with a proven track record in managing community initiatives
- Allow adequate time for applications to be assessed

## **Donations Criteria**

Alstonville Quality Meats will assess all requests for donations based on the following criteria:

- Donations will only be provided to registered charities that can produce a receipt for tax purposes to the value of goods supplied
- Individual donation requests will require a submission detailing the merits of the organisation and to what purpose donation of goods will be used.

## Exceptions

Organisations/activities which will not be considered for sponsorship by Alstonville Quality Meats include those that:

- May be construed as discriminatory
- Could be detrimental to public health or safety
- Promote or encourage smoking or substance abuse
- Individuals seeking support for overseas travel or academic study
- Political organisations or campaigns
- Programs that may present a hazard to the community or the environment
- Programs that contribute to the financial gain of an individual or business
- Activities which are the direct responsibility of the Government
- Non-specific fundraising projects or appeals
- Conferences, except when there is an explicit business link with Alstonville Quality Meats
- An organisation with which sponsorship involvement could be misinterpreted as a bribe or kickback (for example, to influence a bidding or tender process).

Alstonville Quality Meats does not make political donations or sponsor political organisations or candidates. Any departure from this aspect of the policy requires the approval of the business owners. Sponsorship Request Form Name of Organisation:

**Address:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Date of Event:** \_\_\_\_\_

**Are you a registered charity for taxation purposes:** Yes / No

**Estimated Number of Guests?**

**Purpose of Event:** \_\_\_\_\_

**Goods/services requested and or value: \$**

**Venue where event will be held:** \_\_\_\_\_

**Is there an opportunity for Alstonville Quality Meats to provide any of its products/services for the event?**

**Promotional Opportunities:**

(Please provide evidence/details of how Alstonville Quality Meats will be acknowledged. If acknowledgement includes exposure in a program, attach sample program)

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**Other supporting information:**

Briefly describe why Alstonville Quality Meats should consider your request?

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On completion please return the form to [mail@alstonvillequalitymeats.com.au](mailto:mail@alstonvillequalitymeats.com.au)  
Your application will have a greater chance of success if you allow plenty of time for assessment.

Preference is given to organisations who submit their application at least six weeks prior to the event. If you are not successful on this occasion but your event is held annually, please submit a request for assistance before December each year for inclusion in our business plan for the following year.

Good luck with your application, we would love to provide assistance to as many people as possible.