ALLIANCE Safety Equipment

SPONSORSHIP APPLICANT GUIDELINES



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Alliance Safety Equipment is committed to supporting not-for-profit organisations and community groups dedicated to making a difference and providing lasting benefits in our communities.

We aim to create a mutually beneficial relationships with organisations and community groups where we share common values.

SPONSORSHIP AVAILABLE

Alliance Safety Equipment may provide sponsorship in a number of ways including:

- One off donation or contribution
- Ongoing donation or contribution
- Sponsorship of an event
- In kind support

WHAT ARE WE LOOKING FOR?

Every sponsorship application will be assessed on three guiding principles:

Brand Reputation

Create awareness, interest, positivity and goodwill for the Alliance Safety Equipment brand

We support:

Partners willing to be advocates for our business, share common values and provide opportunities to positively promote our brand

We won't support:

Political cash donations, or organisations with non-aligned values or events that already have significant support from our competitors

Social Benefits

Generate sustainable benefits for communities

We support:

Long-term partnerships providing mutual sustainable benefits to help our communities be future ready, develop knowledge or drive generational changes

We won't support:

Short term fixes or individual pursuits, organisations or initiatives that are environmentally negligent

Business Goals & Objectives

Initiatives align with our business strategy and objectives

We support:

Partnerships, events & programs aligning with our business objectives, located in our areas of operation & supporting our community engagement strategy

We won't support:

Programs exclusively benefiting regions where we don't operate or are not aligned with our business or community engagement strategy



HOW TO APPLY

Applications can be submitted to the Business Manager via email at admin@alliancesafety.com.au. Supporting documentation is welcomed.

One off Sponsorship Initiatives offered by Alliance Safety Equipment will have an online application form available.

Applicants should be a non-for-profit organisation or community group.

To be eligible for support, your event, project, initiative or activities must be relevant to a specific region where Alliance Safety Equipment operates.

HOW WE EVALUATE

Sponsorship applications are evaluated against a set of defined sponsorship criteria, current priorities and financial allocations.

To ensure we have enough time to review your proposal, and for approved sponsorships, to finalise our sponsorship agreement, please allow at least four weeks.

Alliance Safety Equipment's decision is final and not all applications will be deemed successful, even when application guidelines have been met.

APPROVED SPONSORSHIPS

If successful, you will be notified in writing by our Business Manager. Depending on the type of sponsorship, it may need to be formalised through a written Sponsorship Agreement which you will need to sign and return to Alliance Safety Equipment.

The organisation may invoice Alliance Safety Equipment for approved cash sponsorships. Invoices must be in the form reasonably required by Alliance Safety Equipment.

SPONSORSHIP DOES NOT INCLUDE:

- Provision of ongoing funding for the operations of not-for-profit organisations
- Political parties, organisations or candidates
- Organisations or initiatives which discriminate against origin, age, race, religion, gender or ability
- Organisations or initiatives that are environmentally negligent
- Monies paid through a bidding process to attract event
- Endorsements, beguests or gifts, which impose no obligations on the receiver and offer little or not return to the donor
- Organisations or activities that are linked to or deemed to promote gambling, smoking, alcohol and/or drugs
- Activities that may be considered high risk or that may expose Alliance Safety Equipment to legal liability, loss of reputation or public criticism

