

# Sponsorship Application Form

Please complete this form and submit to: Connections and Communities Leader,  
Ballance Agri-Nutrients, Private Bag 12503, Tauranga, or email to amy.meade@ballance.co.nz.

## CONTACT DETAILS

CONTACT PERSON:	PHONE NUMBER(S):
ORGANISATION NAME:	
POSTAL ADDRESS:	
EMAIL:	WEBSITE:

## EVENT / SPONSORSHIP DETAILS

EVENT NAME:	EVENT DATE:
LOCATION OF EVENT:	
PLEASE CLEARLY DETAIL THE ACTIVITY OUR FUNDING WOULD BE SUPPORTING	
WHICH AUDIENCE IS BEING TARGETED?	HOW MANY ATTENDEES ARE EXPECTED?
WHAT IS THE DELEGATE REGISTRATION FEE PER PERSON?	
WHO ARE YOUR CONFIRMED SPONSORS?	

## FINANCIAL / PRODUCT

HOW MUCH FUNDING ARE YOU SEEKING (Monetary or product)?
HOW WILL THIS MONEY BE USED?
HOW WILL THE SUCCESS OF THE SPONSORSHIP BE MEASURED AND REPORTED BACK TO BALLANCE?
WHAT IS OUR EXPECTED RETURN ON INVESTMENT?

## MEDIA

WHICH MEDIA CHANNELS AND PARTNERS HAVE BEEN CONFIRMED? (Newspaper, radio, tv, direct mail)
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WHAT MEDIA COVERAGE WILL BALLANCE RECEIVE?

WHAT ADVERTISING IS SCHEDULED?

#### ORGANISATIONAL OVERVIEW

WHEN WAS YOUR ORGANISATION ESTABLISHED?

WHO ARE YOUR KEY STAKEHOLDERS AND / OR MEMBERS:

WHAT ARE THE ORGANISATION'S LONG TERM GOALS?

WHAT ARE THE ORGANISATION'S VALUES?

#### BALLANCE INVOLVEMENT

HOW CAN BALLANCE STAFF BE INVOLVED?

HOW IS YOUR ORGANISATION ALIGNED TO BALLANCE?

ANY OTHER INFORMATION?

#### WHAT HAPPENS NEXT?

Once your completed application form has been received, Ballance will review the application and will be in contact within two weeks with an indication of our intention.

**APPLICATIONS MUST BE SUBMITTED BY 1ST NOVEMBER FOR CONSIDERATION OF SPONSORSHIP IN THE SUBSEQUENT FINANCIAL YEAR JUNE - MAY.** Final confirmation will be advised in February.

Thank you for considering Ballance as a sponsor.

DATE OF APPLICATION:

DATE RECEIVED: (office only)

#### OFFICE USE ONLY

APPROVED BY:

BUDGET: COST CODES:

DATE