

Wheel&Barrow[®]

H O M E W A R E S

SPONSORSHIP GUIDELINES

For Registered Charities & Community Groups

"For more than just the ingredients..."

About Wheel&Barrow Homewares

Wheel&Barrow is a unique Australian owned homewares retailer offering innovation and knowledge in cooking, serving and entertaining with exceptional presentation and customer service standards.

With over 20 years of experience, Wheel&Barrow is all about food, entertaining and lifestyle. Our products are functional and responsive to today's lifestyles. In support of this we are committed to being recognised by our customers for:

- Being able to solve our customer's culinary questions & entertaining needs
- Listening, empathising & educating customers so they can make informed choices.
- Offering quality & differentiation with our product ranges; &
- Exceeding customer expectations in the presentation of our stores & the merchandising of our products.



Being a family owned business, Wheel&Barrow Homewares has a strong belief and commitment to supporting our community. We do this through a number of key activities including partnering with community groups through sponsorship, product donations and fundraising activities.

Wheel&Barrow Homewares & Sponsorships

We believe in supporting the community in which we operate & truly believe that through collaboration and partnerships we can make a positive difference to the lives of Australians. Our philanthropic philosophy involves supporting initiatives that genuinely support the community to improve a situation and helping others to help themselves.

Each year we receive an overwhelming number of requests for support from various community groups, and while we would love to assist all great causes, the volume of requests means that we simply cannot support every request we receive.

To help you understand our decision process, we have developed this document to make our requirements clear to those seeking sponsorship and support. The document refers specifically to sponsorship requests in the form of:

- Discounted Product
- Product Donations
- Requests for Merchandise



"For more than just the ingredients..."

Our Sponsorship Guidelines

- We prefer to support initiatives via discounted product or product donations for the purposes of community fundraising, disaster relief and those in need
- Requests for monetary contributions will be considered but are only granted in exceptional circumstances
- We support causes and community initiatives, but not individuals
- The cause is important to us and we will engage in partnerships only where we feel our contribution will make a difference as such we prefer to support community groups, initiatives & events which have minimal to no administrative costs.

Our Sponsorship Expectations

- Visible recognition of our involvement through signage and co-branding on printed materials
 - An opportunity to promote our brands and engage with our customers
 - Recognition in newsletters, websites and social media
 - An opportunity to engage with your guests and/or members
 - Professionalism and ease of dealings
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How To Make A Request For Sponsorship

The Application Process

To apply for a sponsorship please follow the process below:

1. Read the *Sponsorship Guidelines* to determine whether or not your request fits the criteria
2. Determine the type of sponsorship you are applying for
3. Complete the *Sponsorship Application Form* and submit to us along with any other relevant supporting information. Where you are an individual fundraising on behalf of an organisation please be sure to provide your "Authority to Fundraise" or other evidence that you are authorised to fundraise on the organisations behalf.
4. Your proposal will be considered by *The Wheel&Barrow Community Support and Philanthropy Committee* and you will receive a response within 4-6 weeks of submitting your proposal.

Process for Consideration

Each sponsorship request will be considered on its own individual merits. To maximise your chance of being successful please ensure you complete all sections of the *Sponsorship Application Form* to ensure your proposal clearly outlines:

- Organisational details including a brief description of how the organisation supports the community
- Name the primary contact, their email, address and telephone number
- Key details of the opportunity or event including date, location, expected number of participants/attendees
- Details of what you are seeking (product, quantities etc.)
- A list of benefits, including how Wheel&Barrow can leverage from this sponsorship opportunity
- Details of sponsors who have committed to date
- Timelines and important deadlines

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