

SPONSORSHIP APPLICATION GUIDELINES



SPONSORSHIP APPLICATION PROSPECTUS

O'Connors proudly support our local communities providing sponsorship to a range of groups, clubs or charities that keep our communities vibrant and successful.

O'Connors receive hundreds of requests annually for sponsorship support. Each request is assessed by the local branch manager on a case-by-case basis to determine the value proposition to O'Connors and the alignment to O'Connors sponsorship strategy and criteria.

O'Connors will assess all application on an annual basis, and an emphasis is placed on creating or pursuing activities that most strongly align with either our commercial or community priorities. Similarly budgetary constraints can also limit the number of opportunities for sponsorship support that can be undertaken by O'Connors.

All sponsorship applications are evaluated using the information provided in the criteria responses on the online application form. Applicants are encouraged to arrange a meeting or phone call with their local branch managers to help guide their responses prior to applying.

Please note: O'Connors may not be able to provide support to all applicants who request sponsorship and the budget for sponsorship allocations is determined on an annual basis.

APPLICATION PROCESS

Applications for sponsorship through O'Connors can be submitted via the online portal at the O'Connors Website between July and December each year.

All applications submitted in this period will be assessed and allocated in January of the following year.

Applications will be assessed by the relevant branch manager who will determine which of the applications most strongly align with the O'Connors local commercial and community priorities.

Branch Managers have a set annual budget for sponsorship and may choose to provide applicants with a smaller amount than requested to distribute their budget to a larger number of applicants. It is important to provide a realistic figure in the amount requested section of the application form to assist in this decision making process.

All applicants, both successful and unsuccessful will be notified through their supplied email address, it is important to ensure that this email is monitored.

Successful applicants are required to provide an invoice to O'Connors within 60 days of receiving notification of success.

Successful applicants are required to provide photographic evidence of the benefits (i.e. signage, use of O'Connors and Case IH logos in media, social media screenshots, photographs, event programs with branding) within 60 days of completing the event sponsored. If sponsorship is an annual sponsorship for a club or group, evidence is required to be provided within 60 days of start of season or activity period.

SPONSORSHIP CHECKLIST

1

Review O'Connors Sponsorship Application Prospectus
(This Document).

2

Determine your sponsorship request amount or requirement
Financial – if so what is the amount you require.
Prizes or donations – if so what items would you like to request.

3

Gather supporting information required to complete the sponsorship application
Including contacting your O'Connors local branch manager to discuss the sponsorship opportunity.

4



Complete the online form on the
O'Connors Website.
oconnorscaseih.com.au/sponsorship

5

If we have any questions relating to your application/ request O'Connors will be in direct contact via the contact details provided

6

Await result of application.
You will receive an automatic response confirming we have your request, and it has been received. The sponsorship allocation period is between February and March each year. All applications submitted between July and December from the previous year will be assessed during this time and successful applications will then be contacted via their provided contact method.

SPONSORSHIP APPLICATION PROSPECTUS

GUIDELINES FOR SPONSORSHIP

1

O'Connors sponsorship activities aim to build upon our positive reputation within the communities in which we operate.

O'Connors prioritise sponsorship allocations that provide opportunities to engage in mutually rewarding associations with our partner stakeholders and to provide avenues to assist us to deliver against commercial objectives.

2

O'Connors looks favorably on Groups, Clubs, Associations, Charities or similar that support the communities in which we operate.

Ensure that you provide information in your application that highlights the benefits to local communities. Provide examples of the support or benefits that the sponsorship will provide to the vibrancy, livability, and sustainability of your region or community.

3

O'Connors look favorably on sponsorship applications that are submitted from organisations in which O'Connors customers are actively engaged and support.

Take the time to gather the appropriate information from members or supporters of your group and provide details about the number of O'Connors customers that will be involved or will be positively impacted by the sponsorship.

4

O'Connors look favorably on sponsorship applications that have innovative and positive benefits that the company can leverage into positive partner stories and messages.

When providing information on the benefits of sponsorship provided to O'Connors, try to think of opportunities for positive messages that O'Connors can use in external communication. Opportunities to collaborate in the development of media or messages, as well as a plan for the execution of the communication from your group will be highly regarded.

5

O'Connors look favorably on sponsorship applications from groups that demonstrate a high level of organisation.

O'Connors need confidence that we are partnering with organisations that can deliver on their benefit return. In your response, highlight the structure of your group, your key members, such as your committee and previous successful events or similar that highlight your ability to deliver on the sponsored opportunity.

6

O'Connors look favorably on organisations with an online presence.

Provide examples or information on your digital capabilities and assets that can be used to extend O'Connors reach to a wider audience, such as social media or website. Take the time to think about how you can utilise these assets to provide benefit to O'Connors.

O'CONNORS AND CASE IH WILL NOT SPONSOR:

1

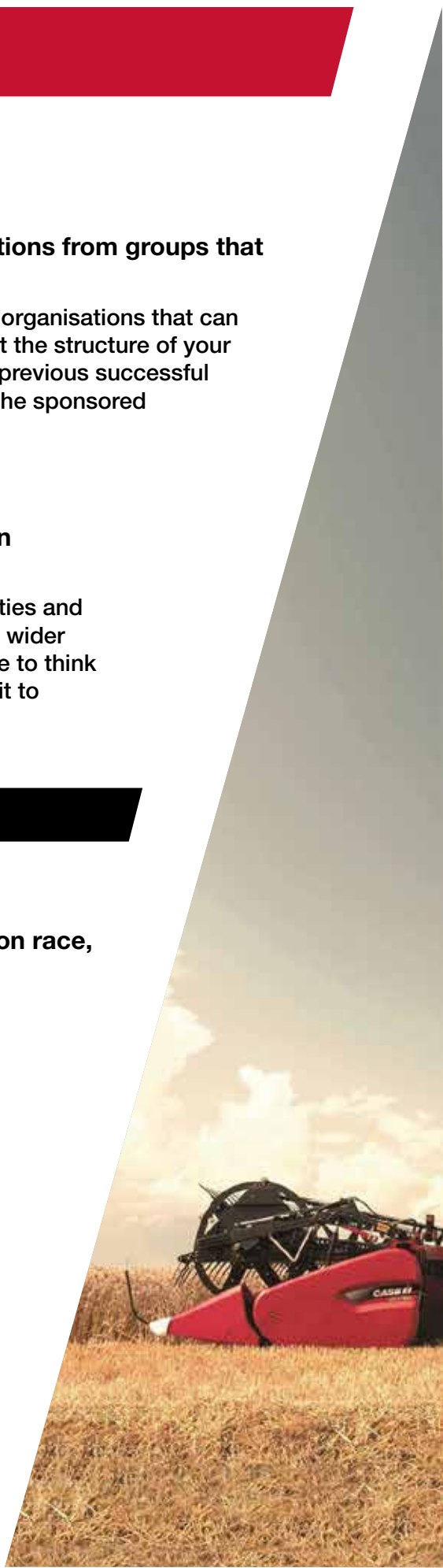
Organisations or groups who discriminate based on race, gender, beliefs, class, or cultural considerations.

2

Sponsorships or funding specifically for overseas travel or projects providing benefit outside O'Connors dealership networks.

3

Duplicate sponsorships for any groups or organisations within a financial year.



VIC **BALLARAT** 03 5339 3038
BIRCHIP 03 5492 2311
ECHUCA 03 5482 1733
HORSHAM 03 5382 1727
MILDURA 03 5039 5349
OUYEN 03 5092 1031
SHEPPARTON 03 5821 4555
ST ARNAUD 03 5495 1288
SWAN HILL 03 5032 0099
WARRACKNABEAL 03 5398 1877

SA **BORDERTOWN** 08 8752 1311

NSW **CONDOBOLIN** 02 6895 2622
COROWA 02 6033 1666
FORBES 02 6852 1200
GRENFELL 02 6343 1422
WEST WYALONG 02 6972 2288

OCONNORSCASEIH.COM.AU

