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Tasmanian Independent Retailers/IGA Tasmania Sponsorship and Charitable Donations Policy

Introduction

Tasmanian Independent Retailers (TIR) is a trading division of Tasmanian Independent Retailers Co-Operative Society Limited, supporting the Tasmanian IGA retailer network.

As part of our mission, we provide the necessary tools to enable IGA to meet all statutory regulations, provide consistent and quality produce, as well as enable competitive prices to ensure that the IGA Brand is respected in the Tasmanian market as providing quality, value and long term investment and job opportunities for Tasmanians.

In alliance with IGA Tasmania, we consider ourselves to be an integral part of the Tasmanian community, and accordingly we strive to support local not-for-profit organisations, clubs and associations, charities and charitable initiatives to ensure the health, wellbeing and enrichment of all Tasmanians.

Each year, TIR, on behalf of the Tasmanian IGA retailer network, receives many requests for sponsorship from a wide variety of organisations and individuals.

While we would like to assist everyone who requires sponsorship support, budgetary constraints limit the number of opportunities that we can undertake.

Accordingly, TIR has constructed a sponsorship policy to enable us, and those applying for sponsorship or donations to effectively and accurately identify which businesses, organisations and charities meet the criteria for IGA Tasmania support.

Through the sponsorship assessment process, TIR will evaluate all sponsorship applications submitted to see whether the request for support is in line with our sponsorship, marketing and community objectives.

We recognise the responsibility we have as a member of the Tasmanian community, and therefore have tailored our sponsorship policy and application form to effectively assist us to nominate activities, organisations and charities that will best benefit and enrich the Tasmanian community.

Scope of the sponsorship policy

To be considered for IGA Tasmania sponsorship, all expressions of interest must be submitted via the sponsorship application form provided.

All sponsorship applications will be evaluated based on the criteria questions set out in the application form.

In the context of the IGA Tasmania sponsorship policy, a sponsorship can incorporate the contribution of IGA goods, an IGA gift or food card, or a cash donation in exchange for advertising, marketing and promotional opportunities provided by the recipient for IGA Tasmania.

In the context of the IGA Tasmania sponsorship policy, a donation can incorporate the giving of goods, an IGA gift or food card, or cash. However, donations can only be provided if the recipient is a registered charity able to provide a receipt of the value of the donation for taxation purposes.



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Scope of the sponsorship criteria

TIR will favour IGA Tasmania sponsorship applicants that:

- are consistent with our vision, reputation and objectives
- allows us to be seen as engaging with the Tasmanian community
- address our target audience and demographic
- help us to advocate the IGA brand and principles
- add value and revenue to the business activities of our IGA Tasmania retailers

TIR will favour IGA Tasmania sponsorship applicants seeking a donation that:

- are registered as a charity
- are able to provide a receipt of the value of the donation for taxation purposes
- are consistent with our vision, reputation and objectives
- whose charity work benefits the health, wellbeing and enrichment of disadvantaged Tasmanians.

Organisations, activities and businesses which TIR will not consider for IGA Tasmania sponsorship include those who:

- request a donation without being a registered charity
- are seen as discriminatory or offensive
- jeopardise public health or safety
- promote or encourage smoking, unhealthy behaviour and substance abuse
- are seeking support for overseas travel or academic study
- pose as a hazard to the community or the Tasmanian environment
- are looking to contribute to the financial gain of an individual or business
- are looking for support for activities that are the direct responsibility of the government
- are looking for support for a conference, except when there is an explicit business link with IGA Tasmania
- are an organisation in which providing sponsorship could be misinterpreted as a bribe or kickback (for example, to influence a bidding or tender process)
- sponsorship of individuals including employees of TIR, IFP or SIW.

Sponsorship preferences

TIR will favour sponsorship applicants that are representative of the wider Tasmanian IGA Community.

Requests for sponsorship or donation support that are focused on a single locality within Tasmania may be referred to a local IGA business owner for consideration. If this applies to you, we recommend contacting the local IGA retailer directly by accessing the store locator at www.igatas.com.au to improve your chances of obtaining a swift response.



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Sponsorship application overview

Details of the Sponsorship/Event

- business/event details (name/address/phone/email)
- business/charity ABN
- charity registration status (if applicable)
- contact person (address/phone/fax/email) and relationship to event/business (i.e. agency/contractor/event manager)
- describe the type of business/event (i.e. is the event a one-off)
- include a program or calendar of events (if applicable)
- what are the planned outcomes

Sponsorship / Donation Details

- Executive summary (summary of your proposal)
- Proposed date and location of the event/activity (if applicable)
- The requested sponsorship amount and the period over which the sponsorship will be conducted
- Do you have other sponsors? If so, who?
- Record the expected number of visitors (if applicable)
- Any other relevant information

Media

- please provide a full list of media benefits (i.e. print, radio, television, internet coverage)

Hospitality

- please provide a full list of hospitality benefits (i.e. tickets to events/functions)

Leverage

- please list a minimum of two ways in which IGA Tasmania can leverage this sponsorship opportunity