

RAMSEY BROS
PARTNERING FARMERS SINCE 1950

SPONSORSHIP GUIDELINES

*Proud supporters of our
Communities for 70 years.*

Contents

OUR STORY	3
RAMSEY BROS AND SPONSORSHIP	4
SPONSORSHIP GUIDELINES	5
SPONSORSHIP VOUCHERS	6
HOW DO I APPLY?	7

**WE PARTNER WITH SPORTING CLUBS AND COMMUNITY GROUPS
BY PROVIDING SUPPORT TO ENCOURAGE PARTICIPATION.**

**IF YOU WISH TO PARTNER WITH RAMSEY BROS, PLEASE READ THESE GUIDELINES
AND COMPLETE OUR 'APPLY FOR SPONSORSHIP' FORM.**

Our Story

From its earliest days, Ramsey Bros was all about the farmers. And after 70 years, nothing has changed.

So, it's little wonder we are recognised as the state's most trusted partner for today's farmer.

Born and bred on the Eyre Peninsula, Ramsey Bros now operates six dealerships in South Australia.

It's a true family owned and operated business spanning three generations, offering quality machinery, parts, service and the best advice.

We understand what farmers want and need to run their properties – the right equipment and support, genuine value for money and most importantly, a reliable partner in the good times and bad.

From season to season, year to year and generation to generation, Ramsey Bros is the business partner farmers want beside them...

WHY?

OUR PEOPLE - It's simple. What really sets Ramsey Bros apart is its people. We have an outstanding team working across our branches committed to delivering great customer service backed by exceptional product and industry knowledge.

OUR COMMUNITY - Based in country South Australia, Ramsey Bros is deeply embedded in the local community. We recognise what matters most to each region and we take our role as a corporate citizen seriously, giving back to local charities, schools and service groups while our staff actively volunteer.

OUR FUTURE - And while Ramsey Bros has a long and proud history, built upon the vision and tenacity of two brothers, we have a future filled with opportunity. The Ramsey Bros story continues.

Ramsey Bros and Sponsorship

Based in country South Australia, Ramsey Bros is deeply embedded in the local community.

We recognise what matters most to each region and we take our role as a corporate citizen seriously, giving back to local charities, schools and service groups while our staff actively volunteer.

On a broader level, Ramsey Bros has been aligned with Variety SA for over a quarter of a century, helping South Australian kids living with illness or disadvantage to have a fair go.

We're a family-run business so supporting other families, particularly those in need, is very close to our heart. . .

Ramsey Bros current sponsorship strategy is based in the communities around our six branches.

In broad terms (excluding corporate sponsorship), our company sponsorship budget spend is:

70% to community sporting clubs e.g. football, netball, tennis, cricket, golf, bowls, show jumping, team penning and more,

20% to local shows, schools, kindergartens, play groups, wellbeing groups and more, and

10% to other. There are a small amount of other sponsorship activities that Ramsey Bros undertakes that sit outside of the above mentioned activities.

Sponsorship Guidelines

Ramsey Bros receives many proposals for sponsorship each year.

We have developed this document to make our requirements clear to sponsorship seekers.

This document refers specifically to sponsorship in the form of: (category)

- » **Product / Service donation**
- » **Monetary contribution**
- » **Merchandise (i.e. jackets, caps etc).**

Guidelines and criteria:

- » **Ramsey Bros will consider proposals in all categories mentioned above if a 'Apply for Sponsorship' form has been completed.**
- » **Importantly, our preferred method of payment for all categories listed above is Ramsey Bros Sponsorship Vouchers.**
- » **We prefer to invest in sponsorships that have a direct link to our current customers and/or the farming community in which we serve.**
- » **Logo exposure is considered a bonus, but is not the primary goal of sponsorship.**
- » **Only correct logos provided by Ramsey Bros are to be used to promote our company.**
- » **Any promotional items (digital, electronic or print) needs to be approved by us (see Sponsorship Contact, page 7).**
- » **Ensure that our company name is spelt correctly - **Ramsey Bros**.**
- » **Our overall sponsorship objective is to support our local communities.**

Sponsorship Vouchers

Vouchers can be used at any Ramsey Bros branch to redeem the value in showroom products, parts, service or machinery sale [value taken off total].

The sponsored Club/Group can choose how they utilise vouchers. Examples include: raffle or event prize, auction lot, thank you gift etc.

The number and value of vouchers is made in agreeance of both parties.

Each voucher will have an expiry date and are not redeemable for cash.

Only vouchers with an original 'Approving signature' of the local Ramsey Bros Branch or Area Manger will be accepted.

RAMSEY BROS
PARTNERING FARMERS SINCE 1950
SPONSORSHIP

Proud supporters of our Communities.

Voucher No. _____
Date. _____

Recipient. _____
_____ Dollars

\$ _____

Present this voucher at any Ramsey Bros branch to redeem the value in showroom products, parts, service or machinery sale [value taken off total].

Approving signature. _____
Name. _____
Expiry date. _____

1 2 3 4 5 6 7 8 9 0 1 0 0 1 0 0 0 1 1 * 0 1 2 3

Not redeemable for cash.

Front side of Sponsorship Voucher

How do I apply?

Sponsorship process

To apply for sponsorship, please follow the process below:

- » Step 1: Read the Sponsorship Guidelines to determine whether or not your request fits the criteria.
- » Step 2: Determine the type of Sponsorship you are applying for; Product / Service donation, Monetary contribution or Merchandise.
- » Step 3: Complete the Apply for Sponsorship form and submit to sponsorship@ramseybros.com.au
- » Step 4: You will receive a response within 2 weeks of the date your proposal was received.

Process for consideration

All proposals are reviewed to assess suitability, feasibility and resources required (people and monetary).

To be considered, proposals must include:

- » Key details of the opportunity
- » A list of benefits of the sponsorship, including how they relate to Ramsey Bros
- » Timeline, including important deadlines.

All proposals are acknowledged by Ramsey Bros by return email and if required, a phone call or meeting.

Sponsorship contact

We welcome you to visit or call any of our Ramsey Bros branches - refer to our website for branch details ramseybros.com.au

All Sponsorship requests and queries can be sent to your local branch Sponsorship Coordinator to sent directly to:

Mel Hunter

Group Marketing, Ramsey Bros

Email. sponsorship@ramseybros.com.au

Phone. 0414 239 838

Address. Ramsey Bros
Unit 3, 13-15 King William Road
Unley SA 5061

