

RAMSEYBROS



Sponsorship Guidelines

PROUD SUPPORTERS
OF OUR COMMUNITY
FOR 70 YEARS

ramseybros.com.au

Introduction

Ramsey Bros proudly partners with sporting clubs and community groups by providing support to encourage participation.

We receive many proposals for sponsorship each year and have developed this document to help make our requirements clear.

The information refers specifically to sponsorship in the form of:

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

If you would like to partner with Ramsey Bros, please read these guidelines carefully 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 is a true family owned and operated business spanning three generations. We now operate in six locations across South Australia, 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 good times and bad.

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

Ramsey Bros and Sponsorship

Through partnering farmers since 1950, Ramsey Bros has become deeply embedded in South Australia's rural communities.

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 also take our role as a local corporate citizen seriously, partnering with community sports clubs, charities, schools and service groups, while many of our staff are also active volunteers.

Our local sponsorship strategy is based around our customers and/or the farming communities we serve, and is generally allocated as follows:

- » 70% for community sports clubs such as football, netball, tennis, cricket, golf, bowls, show jumping, team penning and more.
- » 20% for local shows, schools, kindergartens, play groups, wellbeing groups and more.
- » 10% for other types of groups.

We also undertake a small number of sponsorship activities outside of the above groups.

Sponsorship Vouchers

Sponsorship Vouchers are our preferred method of support as they provide a relevant connection for our customers and help us maximise our financial commitment.

The number and value of vouchers is agreed by both parties. Each sponsored club or group can then choose how to use their vouchers – as raffle or event prizes, auction lots or thank you gifts, for example.

Vouchers can be redeemed at any Ramsey Bros branch to the value in showroom products, parts, service or machinery sale (value taken off total). Each voucher has an expiry date and is not redeemable for cash. Only vouchers with an original 'Approving signature' of the local Ramsey Bros Branch or Area Manager will be accepted.

RAMSEYBROS		Voucher No: _____
SPONSORSHIP		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: _____
NOT REDEEMABLE FOR CASH		
ramseybros.com.au		

Sponsorship Guidelines

Ramsey Bros will consider all proposals that fit the categories above if an **'Apply for Sponsorship'** form has been completed.

If you are successful, we ask you to check that you have:

- ☑ Ensured our company name has been spelt correctly - Ramsey Bros.
- ☑ Only used correct logos provided by Ramsey Bros to recognise our support.
- ☑ Followed our logo usage guidelines at all times.
- ☑ Allowed us to approve any promotional items (digital, electronic or print) before they are published. (See Sponsorship Contacts on page 7.)
- ☑ Tagged @ramseybros in all relevant social media posts by your organisation.
- ☑ Provided at least four photos that show our support to your local Ramsey Bros Branch Manager, for use on our social media channels.

Logo Usage

Just as supporting our local communities is very important to Ramsey Bros, seeing our support is very important to the members of those communities.

To ensure clarity and credibility, it is vital that our logo is used consistently.

- » Only use correct logos provided by Ramsey Bros to recognise our support.
- » Use the tagline version 'Partnering farmers since 1950' whenever possible. (This should only exclude very small logo placements.)
- » Use the red and black logo on bright backgrounds.
- » Use the red and grey logo on dark backgrounds.
- » If the background is cluttered, or neither very dark or very light, place the logo in a contrasting white or black box that is at least three times the height of the logo and has at least the same clear distance at either end.

PLEASE ASK anytime if you need logos or advice on using them correctly. We are here to help.

How to apply

Application process

- Step 1:** Read these Sponsorship Guidelines carefully to determine whether or not your request fits the criteria.
- Step 2:** Determine the type of Sponsorship you are applying for – product or service donation, monetary contribution or merchandise.
- Step 3:** Complete the **'Apply for Sponsorship'** form and email it to sponsorship@ramseybros.com.au
- Step 4:** You will receive a response within 2 weeks of the date your proposal was received.

Assessment criteria

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 contacts

To download our '**Apply for Sponsorship**' form **click here** or see 'Sponsorship' at www.ramseybros.com.au/about/community.

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

Email: sponsorship@ramseybros.com.au

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

You are also welcome to visit or call any of our branches. Please see our website for branch details.

ramseybros.com.au