

LION SPONSORSHIP GUIDELINES



How do I apply?

To apply for sponsorship, please follow the below process:

- Step 1: Determine which sponsorship type you should be applying for (see below for descriptions).
- Step 2: Read the relevant section and develop your proposal.
- Step 3: Submit the proposal using the online form on our website – under ‘Sponsorship and Donations’.
- Step 4: Given the large number of applications we receive; we will endeavour to respond to your application within one month of the date of receipt.

Proposals will only be considered via the website application form – not via email, phone or fax. Applications should only be submitted once.

Sponsorship types

Depending on the nature of your application, you will need to apply for sponsorship under one of the following types:

1. Section 1: Australian Brand Sponsorship (page 2-4)

If you are looking for sponsorship from one of our Australian brands – such as XXXX, Tooheys, Hahn etc. – please read the guidelines in section 1, pages 2-4.

2. Section 2: New Zealand Brand Sponsorship (page 4-6)

If you are looking for sponsorship from one of our New Zealand brands – such as Steinlager, Speight’s, Wither Hills, Coruba etc. – please read the guidelines in section 2, page 4-6.

3. Section 3: Community Investment partnerships (page 6-8)

If you are enquiring about a community or charity partnership please read the guidelines in section 3, pages 6-8. Please note, the guidelines for Australian and New Zealand proposals are the same, and as such both countries are covered within this section.

4. Section 4: Product Donations (page 8-9)

If you are enquiring about a product donation for your event, fundraiser or other activity, please read the guidelines in section 4, page 8-9. Please note, the guidelines for Australian and New Zealand proposals are the same, and as such both countries are covered within this section.



Process of Consideration

All proposals will be reviewed by the relevant national or state-based team responsible for the sponsorship type you apply for. The team will assess suitability against the sponsorship criteria, feasibility and the resources required, and notification of our decision will be provided within approximately one month of receipt of your application.

Section 1: Australian Brand Sponsorship

Introduction

Thank you for thinking of one of our Australian brands as a potential partner. We are proud to support the community, and do so in a number of ways. Our brands have long histories of supporting initiatives, groups and events in the areas of sport, art and entertainment, agriculture, food and lifestyle, as well as a number of not-for-profit organisations.

Brand sponsorship is about delivering tangible commercial benefits and engaging our consumers and stakeholders by sharing our brand values. We need to be able to identify the value in every opportunity, especially its potential to build brand awareness and drive brand preference.

As you can imagine, we receive hundreds of requests for sponsorship and whilst we would like to be able to extend our support to all we receive, on some occasions we are unable to assist due to existing commitments, relevance or budgetary constraints. These guidelines have been developed to help you understand if your proposal is suited to our brand portfolio and to give you the tools you need to prepare a suitable proposal.

Our Brands

It is important that your sponsorship proposal outlines which brand you are seeking sponsorship from, and how your proposal fits with the brand's values, audience and positioning. Our brand portfolio is far too broad to outline for you here, so please visit our website at www.lionco.com to learn more about our brands.

General Sponsorship Guidelines

- We require sponsorship exclusivity in the category of the brand you are making the proposal to (i.e. beer, cider, etc.). Generally, we prefer to be the exclusive alcohol beverage sponsor.
- We generally need an absolute minimum of six months lead time.
- We prefer sponsorships to be specific to one of our products, enabling it to be brought to life effectively.
- Logo exposure is considered a bonus but is not the primary goal of sponsorship.
- We prefer to invest in sponsorships that carry out audience research during and/or after the event/program, including sponsor questions, and the provision of results.



- We expect our sponsorship partners to invest a minimum of 10% of the total value of the sponsorship to proactively maximise the sponsorship.

Sponsorship Restrictions

When it comes to our alcohol brands we have a set of sponsorship restrictions that reflect our status as an alcohol beverages producer and the social responsibility we maintain.

As such, we do not sponsor:

- Events primarily intended for those under the age of 18 (i.e. they make up more than 25% of the audience);
- Events that do not adhere to Responsible Service of Alcohol (RSA) requirements.

For all Lion brands we do not sponsor:

- Events that include or promote any activities that conflict with our social responsibilities.

Sponsorship Requirements

Sponsorship proposals must provide at least six of the following:

- A natural link with our core brand values and product attributes;
- Creative ideas for utilisation of the sponsorship;
- One or more ways that we can involve our stakeholders (i.e. consumers, retail customers, farmers etc.) in your event, program or hospitality;
- Retail cross-promotion opportunities;
- Promotion opportunities in licensed venues (for alcohol brands);
- Promotional main media time/space (logo exposure does not count);
- Access to a database that reflects one of our target markets;
- Opportunity to create a database that we will own;
- Ability to cross-promote with other appropriate sponsors;
- Endorsement of our product by your organisation and/or spokesperson;
- Investment divided into an upfront fee plus a performance-based incentive;
- Direct sales opportunities;
- Gaining distribution/pourage rights in a venue or venues where we previously had none or at an event.

To be considered, proposals must include:

- Key details of the opportunity e.g. what, where, when, and who is the target demographic;



- Exactly what you require from our brand for the sponsorship, and the level of sponsorship sought;
- Overview of your marketing plan – including what is and is not confirmed;
- List of sponsors who have committed to date;
- A comprehensive list of benefits, including how they relate to us and our products and estimated work;
- Timeline, including important deadlines;
- A lead time of a minimum 6-12 months;
- Credentials of your company and key subcontractors (publicist, event producer, etc);
- Expected participation / attendance / TV audience estimate;
- Media partners and their confirmed commitment to date.

Section 2: New Zealand Brand Sponsorship

Introduction

Thank you for thinking of one of our New Zealand brands as a potential partner. We are proud to support the community, and do so in a number of ways. Our brands have long histories of supporting initiatives, groups and events in the areas of sport, art and entertainment, food and lifestyle, as well as a number of not-for-profit organisations.

Brand sponsorship is about delivering tangible commercial benefits and engaging our consumers and stakeholders by sharing our brand values. We need to be able to identify the value in every opportunity, especially its potential to build brand awareness and drive brand preference.

As you can imagine, we receive hundreds of requests for sponsorship and whilst we would like to be able to extend our support to all we receive, on some occasions we are unable to assist due to existing commitments, relevance or budgetary constraints. These guidelines have been developed to help you understand if your proposal is suited to our brand portfolio and to give you the tools you need to prepare a suitable proposal.

Our Brands

It is important that your sponsorship proposal outlines which brand you are seeking sponsorship from, and how your proposal fits with the brand's values, audience and positioning. Our brand portfolio is far too broad to outline for you here, so please visit our website at www.lionco.com to learn more about our brands.

General Sponsorship Guidelines

- We require sponsorship exclusivity in the category of the brand you are making the proposal to (i.e. beer, wine, spirits etc.) and prefer to be the exclusive alcohol beverage sponsor.



- We generally need an absolute minimum of six months lead time.
- We prefer sponsorships to be specific to one of our products, enabling it to be brought to life effectively.
- Logo exposure is considered a bonus, but is not the primary goal of sponsorship.
- We prefer to invest in sponsorships that carry out audience research during and/or after the event, including sponsor questions, and the provision of results.
- We expect our sponsorship partners to invest a minimum of 10% of the total value of the sponsorship to proactively maximise the sponsorship.

Sponsorship Restrictions

We have a set of sponsorship restrictions that reflect our status as an alcohol beverages producer and the social responsibility we maintain.

As such, we do not sponsor:

- Events primarily intended for those under the age of 18 (i.e. they make up more than 25% of the audience);
- Events that do not adhere to the Sale of Liquor Act;
- Events that include or promote any activities that conflict with our social responsibilities.

Sponsorship Requirements

The below requirements are recommended for all brand sponsorship proposals:

- A natural link with our core brand values and product attributes;
- Creative ideas for utilisation of the sponsorship;
- One or more ways that we can involve our customers (i.e. hosting, venues and opportunities with retailers that sell our products) in your event or program;
- Retail cross-promotion opportunities (e.g. retail liquor store chains etc.);
- Promotion opportunities in licensed venues;
- Opportunities for key customer hospitality;
- Promotional main media time/space (logo exposure does not count);
- Access to a database that reflects one of our target markets;
- Opportunity to create a database that we will own;
- Ability to cross-promote with other appropriate sponsors;
- Endorsement of our product by your organisation and/or spokesperson;
- Investment divided into an upfront fee plus a performance-based incentive.



To be considered, proposals must include:

- Key details of the opportunity e.g. what, where, when and who is the target demographic;
- Exactly what you require from our brand for the sponsorship and the level of sponsorship sought;
- Overview of your marketing plan – including what is and is not confirmed;
- List of sponsors who have committed to date – including other alcohol and non-alcohol partners;
- A comprehensive list of benefits, including how they relate to our brand / product;
- Timeline, including important deadlines;
- Credentials of your company and key subcontractors (publicist, event producer etc.);
- Expected participation/attendance/TV audience estimates;
- Media partners and their confirmed commitment to date;
- A 6-12 month lead time prior to the proposed sponsorship commencement date.

Section 3: Community Investment partnerships

Thank you for thinking of Lion as a potential partner.

As you can appreciate we are approached by many organisations to contribute to fantastic initiatives right across the Tasman, and while we would like to support them all we have long taken the view that we can make a bigger difference to more lives by focussing our investment on fewer, larger partnerships.

Lion achieves this through its Community Investment Program, which includes long-term partnerships with a select group of organisations. This Program is an opportunity to give back to the communities that are an integral part of our operations, to play a preventative and interventional role on relevant social issues and to contribute to programs our people are passionate about.

Our current community investment partners include:

- **DrinkWise Australia, Cheers!** (NZ) and the **Healthier Australia Commitment** – which collectively help us to improve eating and drinking behaviour through the provision of education and cultural change programs.
- **Uplifting Australia** and New Zealand's **Foundation for Youth Development (FYD)** – organisations focussed on building the emotional wellbeing and resilience of our youth. It is well-evidenced that this kind of early intervention and social skills development not only builds healthier, happier individuals, but also plays a preventative role in addressing behavioural and consumption issues.



- **Landcare Australia** – Lion partners with Landcare to support its farmers in improving productivity, profitability, and sustainable resource management on farm.
- **Foodbank** – our partnership provides surplus milk and other products to the homeless, with the equivalent of over 34 million meals provided in 2013 alone.

Our people also take part in Lion's Workplace Giving Program, where every dollar donated from their own pockets is matched by Lion. Through this Program we support a number of organisations nominated by our people, including: The Australian Cancer Research Foundation, Cancer Society of New Zealand, NZ Down Syndrome Association, The Australian and New Zealand Red Cross, Heart Children, SPCA, United Way NZ, The Inspire Foundation, Redkite and the World Society for the Protection of Animals.

Current Community Investment opportunities

We have strong, ongoing relationships with the above organisations, and we are not currently seeking any further partnerships. We review our investments every three years, with the next review scheduled for 2017.

While we are not currently taking on new community partners, you are welcome to submit information about your organisation for consideration during future investment reviews.

To assist you in the development of your proposal, please note the requirements outlined below.

Sponsorship Requirements

The below requirements are recommended for all our partnerships:

- A natural link with our core purpose (*'enrich our world every day by championing sociability and helping people to live well'*) and company values (*integrity, passion, achieving together, wellbeing and sociability*);
- Demonstrated achievements by your organisation in one of our core investment areas:
 - Strong families and communities;
 - Cultural change – improving eating and drinking behaviour and attitudes;
 - Intervention on barriers to sociability and living well (i.e. the underlying causes of alcohol misuse, poor nutrition, misuse in at-risk groups etc.)
 - A sustainable supply chain (i.e. improved environmental outcomes, strong rural and agricultural communities etc.)
- One or more ways that we can involve our people (e.g. volunteering opportunities) in supporting your programs or associated events such as fundraising;
- Ability to leverage off other Lion community partners where appropriate;
- Creative ideas for utilisation of the partnership;
- Where appropriate, endorsement of our company by your organisation and/or spokesperson;
- Ability to deliver measurable outcomes that are tracked on a six monthly or yearly basis.



To be considered, proposals must include:

- Details of your organisation, including charity status, brief history, the service or support your organisation provides, governance framework, and contact details of the applicant (including phone and email);
- Examples of how your organisation has made a difference in preventing or addressing one of our investment areas;
- Exactly what you require from Lion for the partnership and the level of sponsorship sought;
- Overview of your key priorities for the term of the proposed partnership, including any key events or deadlines, expected outcomes, and how Lion can assist you to achieve them;
- List of other sponsors/partners/ambassadors of your organisation.

Section 4: Product Donations

Introduction

Our core purpose is to *'enrich our world every day by championing sociability and helping people to live well'*, and we recognise that one of the ways we can do this is by providing products from our fantastic brand portfolio to suitable events, activities and fundraising opportunities.

As you can imagine we receive hundreds of requests for product donations and whilst we would like to be able to extend our support to all requests, on some occasions we are unable to assist due to existing commitments, suitability or budgetary constraints.

Sponsorship Restrictions

In keeping with our core purpose and in recognition of our social responsibility as an alcohol beverages producer, we will only provide product donations to events, activities or fundraising opportunities that do not in any way conflict with our social responsibilities.

As such, we will not provide alcohol products to:

- Events primarily intended for those under the age of 18 (i.e. they make up more than 25% of the audience);
- Events that do not adhere to Responsible Service of Alcohol (RSA) requirements in Australia and the Sale of Liquor Act in New Zealand.

For all our products we will not provide donations to:

- Events that include or promote any activities that conflict with our social responsibilities.

Sponsorship Requirements

We will consider product donations for events and organisations that support our core investment areas:



- Strong families and communities;
- Cultural change – improving eating and drinking behaviour and attitudes;
- Intervention on barriers to sociability and living well (i.e. the underlying causes of alcohol misuse, poor nutrition, misuse in at-risk groups etc.)
- A sustainable supply chain (i.e. improved environmental outcomes, strong rural and agricultural communities etc.)

Please provide the following information in your proposal:

- Your organisation and an overview of what your organisation does, including your address and contact details;
- The event/s, activity or fundraising event that the product will be used for;
- Who will be attending your function (i.e. please highlight expected age groups, specific guests and media likely to attend);
- The number of attendees at the event, including an estimated breakdown between men and women (this will help us to determine a suitable product quantity for your function, based on RSA / Sale of Liquor Act guidelines. Please note, we are able to arrange collection of surplus product);
- The product types requested (please be specific if you are looking for certain brands, or a mix between full and mid/low strength beer or wine);
- How you propose to acknowledge Lion's contribution or profile our brands at your event.