

## APPLICATION FOR SPONSORSHIP

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Name of Organisation: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

1) Please provide a brief description of your organisation or community group:

---

---

---

2) Please provide a brief description of your opportunity. Be sure to include all package inclusions and benefits to Florence & Ferrari in this section.

---

---

---

3) Dates the sponsorship will be valid:

From: \_\_\_\_\_ To: \_\_\_\_\_

4) Is there any history on the event or activity that you can share with us:

---

---

---

5) What is the expected outcome of this event or initiative?

---

---

---

6) Indicate the level of exposure that Florence & Ferrari will receive with this opportunity.

Please detail each section:

a) TV coverage:

---

---

---

b) Press coverage:

---

---

---

## **APPLICATION FOR SPONSORSHIP**

**c) Newsletters / Mailouts:**

---

---

**d) Signage:**

---

---

**e) PA Announcement:**

---

---

**f) Radio:**

---

---

**g) Event Program:**

---

---

**h) Other exposure:**

---

---

**7) Who will be at the event / activity? Please detail as much as you can – demographics, psychographics, their current view of Florence & Ferrari etc:**

---

---

**8) Please indicate the type of assistance you require from Florence & Ferrari and give detail:**

**a) Financial (indicate investment):**

---

---

**b) Coffee sales (indicate volume required to be consumed):**

---

---

## **APPLICATION FOR SPONSORSHIP**

**c) Products and Merchandise (what type):**

---

---

**d) Vouchers (type of offer required & method of distribution):**

---

---

**e) VIPs (how many & include detail):**

---

---

**9) Are there any opportunities in this domestic area sponsorship for overall Florence & Ferrari exposure?**

---

---

---

**10) Please detail other groups of sponsors involved in this event:**

---

---

---

**11) Please provide us with any timelines, marketing collateral / resources for this proposal?**

---

---

---

**12) How will you measure the success of this initiative?**

---

---

---

To submit your application, email this form to [admin@florenceandferrari.com](mailto:admin@florenceandferrari.com)

Please allow up to 4 weeks for us to respond to your request, and please provide return contact details in your application. Application does not automatically guarantee Florence & Ferrari acceptance or commitment to any proposal submitted. It is Florence & Ferrari absolute discretion to or not to enter into a sponsorship agreement. Please attach additional responses if your answer does not fit in the answer space provided.