

CIBO ESPRESSO SPONSORSHIP GUIDELINES

LOCAL OPPORTUNITIES

CIBO Espresso is heavily involved in charitable initiatives as a part of our overall brand mission and core values of CIBO Espresso. We welcome local opportunities that allow us to engage and be involved in community-based programs, events and activities.

Complete our [Sponsorship Application Form](#) to submit your proposal.

WHO WILL CIBO ESPRESSO SPONSOR

CIBO Espresso and our franchisees will only sponsor local community groups, organisations, schools and events that endeavour to enrich the community (including industry groups, schools, arts, business, local charities, sporting groups and local events) with a charity or support mission.

WHO CIBO ESPRESSO WILL NOT SPONSOR

We will not sponsor any controversial events or organisations, anything inappropriate to family involvement, dangerous activities, and initiatives with political or racial motivations.

Compliance with the above guidelines does not automatically guarantee CIBO Espresso's acceptance or commitment to any proposal submitted. It is CIBO Espresso's absolute discretion to or not to enter into a sponsorship agreement.

Application for Sponsorship

First name: _____ Last name: _____

Name of organisation: _____

Telephone _____ Fax: _____

Email: _____

- Please provide a brief description of your organisation or community group: _____

- Please provide a brief description of your opportunity. Be sure to include all package inclusions and benefits to *CIBO Espresso* in this section. _____

- Dates the sponsorship will be valid: From _____ To _____

- Is there any history on the event or activity that you can share with us? _____

- What is the expected outcome of this event or initiative? _____

- Indicate the level of exposure that your local *CIBO Espresso* will receive with this opportunity. Please detail each section:

~ TV coverage: _____

~ Press coverage: _____

~ Newsletters/Mailouts: _____

~ Signage: _____

~ PA Announcement: _____

~ Radio: _____

~ Event Program: _____

~ Other exposure: _____

- Who will be at the event/activity? Please detail as much as you can – demographics, psychographics, their current view of *CIBO Espresso* etc: _____

- Please indicate the type of assistance you require from the local *CIBO Espresso* and give detail:

~ Financial (indicate investment): _____

~ Coffee sales (indicate volume required to be consumed): _____

~ Merchandise (what type): _____

~ Vouchers (type of offer required & method of distribution): _____

- Are there any opportunities in this local area sponsorship for overall *CIBO Espresso* Brand exposure? _____

- Please detail other groups of sponsors involved in this event: _____

- Please provide us with any timelines, marketing collateral/resources for this proposal? _____

- How will you measure the success of this initiative? _____

To submit your application, fax this form to (08)8304 4455 or post to:

CIBO Espresso Pty Ltd
ATTN: Marketing Manager
Sponsorships & Charity
Unit 4/424 North East Road
WINDSOR GARDENS SA 5087

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 *CIBO Espresso*'s acceptance or commitment to any proposal submitted. It is *CIBO Espresso* and their franchisees absolute discretion to or not to enter into a sponsorship agreement.