



australia's aluminium

# 'PARTNERING STRONGER COMMUNITIES' SPONSORSHIP APPLICATION FORM

Sponsorship No:

Please complete the following form and return it to:

**ANNA SULLIVAN, PORTLAND ALUMINIUM, PRIVATE BAG 1, PORTLAND 3305**

**IMPORTANT: PLEASE REFER TO THE NOTES ON THE NEXT PAGE WHICH ARE DESIGNED TO GIVE YOU ADDITIONAL SPONSORSHIP INFORMATION AND ASSIST YOU TO COMPLETE YOUR APPLICATION.**

1. ORGANISATION APPLYING FOR SPONSORSHIP \_\_\_\_\_

2. AUSTRALIAN BUSINESS NUMBER (ABN) OF THE APPLICANT \_\_\_\_\_

Note: If you are unable to provide an ABN, Alcoa is unlikely to favourably consider your application. For further details, refer overleaf.

3. IS YOUR ORGANISATION A NOT FOR PROFIT? YES  NO

4. POSTAL ADDRESS

\_\_\_\_\_

5. CONTACT NAME: \_\_\_\_\_ POSITION HELD \_\_\_\_\_

6. PHONE NO(s): \_\_\_\_\_ EMAIL \_\_\_\_\_

7. WHAT DO YOU SEEK? (Include monetary amount and/or other assistance required)

\_\_\_\_\_  
\_\_\_\_\_

8. WHAT IS THE SPONSORSHIP TO BE USED FOR? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9. WHEN IS IT NEEDED BY? \_\_\_\_\_ (DATE)

10. POSITIVE OUTCOMES FOR YOUR ORGANISATION FROM THIS SPONSORSHIP

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11. POSITIVE OUTCOMES FOR THE COMMUNITY

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

CONTINUED ON NEXT PAGE...



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12. POSTIVE OUTCOMES FOR ALCOA (HOW WILL YOU BE ABLE TO RECOGNISE THIS PARTNERSHIP)

- Alcoa logo placement at event/program/activity
- Alcoa logo used in promotional material
- Alcoa person/people attended event/program
- Media coverage (attach press clippings)
- Naming rights to event/award/trophy, etc
- Volunteer opportunities for Alcoa people
- Government representation at event
- Other partners involved (details here) \_\_\_\_\_
- Other recognition (details here) \_\_\_\_\_

*Please note while all these positive outcomes are desirable, they are not essential for a successful partnership.*

INCLUDE DETAILS OF POSTIVE OUTCOMES FOR ALCOA BELOW:

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13. LIST ANY KNOWN ALCOA EMPLOYEES INVOLVED WITH YOUR ORGANISATION

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14. DECLARATIONS: *In making this application for sponsorship to Alcoa I agree, as or on behalf of the applicant, that if the application is successful the funds requested would be used only for the purpose described and if the funds are not so used they will be returned immediately to Alcoa. I further agree that, as or on behalf of the applicant, I accept responsibility for ensuring that the recognition elements forming part of this agreement are achieved and that Alcoa's Sponsor Report Back Form will be completed and returned.*

DATE: \_\_\_\_\_ SIGNED: \_\_\_\_\_

FULL NAME: (Please print) \_\_\_\_\_

## **APPLICATION FOR SPONSORSHIP : EXPLANATORY NOTES**

*The following notes refer to numbered sections on the form. They include sponsorship information to assist you with completing your application correctly and to ensure Alcoa considers all sponsorship applications equitably.*

1. **ORGANISATION DETAILS:** What is the applicant organisation's or association's full name? If you are applying for personal sponsorship, put your own name here. Note that Alcoa would usually sponsor organisations rather than individuals, since this widens the community benefit.
2. **ABN:** All applicants for sponsorship from Alcoa must quote an Australian Business Number (ABN) otherwise, in accordance with the Australian Taxation Office (ATO) PAYG requirements, Alcoa is obliged to withhold 48.5% of the sponsorship amount. Alcoa has therefore formed a policy not to deal with entities unable to provide an ABN, due to the administrative burden associated with the Tax Office's withholding requirements.
3. **NOT FOR PROFIT:** Please indicate if your organisation is a not for profit.
4. **POSTAL ADDRESS:** The official organisation address to which all communication will be sent.
5. **CONTACT PERSON:** We need to know the name of your association's office bearer who is making the application, and that person's title. The person whose name appears here must sign to accept responsibility for ensuring that the funds are used for the requested purpose, that the agreed recognition is obtained and that a Sponsorship Report Back form is completed and returned.
6. **CONTACT INFORMATION:** We might need to talk to you, please give us telephone numbers, and any other contact details (fax / email) of the person making the application.
7. **WHAT DO YOU SEEK:** We need to know precisely what you need. Please be specific. Don't be concerned about asking for too much or too little. (Note -G.S.T. should not be included in the amount shown on the application form and, if applicable, it should be shown separately on your tax invoice.)
8. **WHAT IS THE SPONSORSHIP TO BE USED FOR:** Briefly describe how the funds or materials will be used. Note that once the sponsorship application has been approved, the sponsorship funds cannot be used for any purpose other than described here. If the agreed project does not go ahead, the funds must be returned to Alcoa.
9. **WHEN IS THE SUPPORT NEEDED:** When do you need to receive Alcoa's sponsorship support? Many sponsorship proposals can take weeks to assess, renegotiate, recommend and decide. Sponsorships sought on an emergency basis are less likely to succeed, because they indicate that the organisation lacks ability in forward planning which can be critical in delivering benefits to a sponsor. For major sponsorships, note that Alcoa budgets on a calendar year, and major sponsorships are considered in August/September during the annual planning process.
10. **POSITIVE OUTCOMES FOR YOUR ORGANISATION:** Describe the benefits your organisation will receive from the sponsored activity.
11. **POSITIVE OUTCOMES FOR THE COMMUNITY:** Describe the community benefits that will result from your sponsored activity. Alcoa's sponsorship program is designed to add value to the community, therefore we need to know what benefit will occur as a result of our support. Note, precise measures support sponsorship applications better than vague generalisations.
12. **POSITIVE OUTCOMES FOR ALCOA:** Alcoa's sponsorships invest in recognition opportunities that we believe will advance the long-term interests of the company, as well as the long-term interests of the community. In this section, list precisely what you offer in return for sponsorship. Do not offer anything that is not within your control, such as public appreciation. Sponsorship is a partnership.
13. **ALCOA EMPLOYEE LINK:** If your organisation has any links to Alcoa employees please list those employees here. If your organisation has no link to any Alcoa employees this will not influence whether your submission is successful or not. However, if you can identify any links it will be handy when we are attempting to identify an Alcoa representative if your sponsorship is successful.
14. **DECLARATIONS:** Please read this commitment carefully. The person identified at Point 5 is responsible for this sponsorship partnership and the agreement it relates to, and must sign this application before a cheque can be raised. The applicant must accept responsibility for recognition elements and for reporting back to Alcoa on the sponsored project and its outcomes. In some cases, independent auditors will need to check the final use of the funds and whether or not the applicant has fulfilled the recognition elements agreed.

*Finally - please do not decide to withdraw your approach if you think you cannot satisfy any of the above requirements. None of these factors is absolute, other than the requirement for an ABN number and the declaration. The information simply helps Alcoa to make more efficient decisions on appropriate community sponsorships.*