



SPONSORSHIP GUIDELINES

Supporting our Communities

Ezyquip Hire understands we have a responsibility to support and give back to the the local communities in which we operate.

Over time we have supported many community and sporting events, charitable organisations and youth development programs through both sponsorship and donations.

Like any other company Ezyquip has budgetary constraints and unfortunately cannot honour all sponsorship requests. However, Ezyquip has developed a set of sponsorship guidelines which provides direction when preparing sponsorship applications for consideration.

Generally, as a rule Ezyquip will not support events involving other hire companies or direct competitors. Ezyquip favourably views community events which provide Ezyquip with promotional exposure in the communities where we work.

Seeking Support - Criteria

When reviewing sponsorship requests Ezyquip takes into consideration the following framework:

Location

Sponsorship initiative is being undertaken within the communities where Ezyquip operates

Community Involvement

Sponsorship initiative provides widespread community involvement

Promotion

Sponsorship initiative provides Ezyquip with the opportunity to display and distribute promotional materials coupled with direct advertising of Ezyquip corporate identity.

Scheduling

Sponsorship initiative must have a defined term and align with Ezyquip's core values. All sponsorship requests must be made in writing 8 weeks prior to the event

Ezyquip Employees

Sponsorship initiative provides opportunities for Ezyquip employee involvement



SPONSORSHIP GUIDELINES (CONT.)

Ezyquip generally will not support

- Requests from political or religious organisations
- Requests from individuals for individual purposes
- Overseas travel requests
- Events that can be deemed dangerous and unsafe
- Sponsorships involving Ezyquip direct competitors
- Organisations that have already received support from Ezyquip in the same calendar year
- Events/sponsorships that are not received 8 weeks prior to the event

Preparing your sponsorship application

All requests are to be submitted in writing to Ezyquip and should include the following information:

Event overview and objective

Briefly describe your event and outline objectives. Is this a new event? If not please include any supporting documentation from past years including previous sponsor list.

Sponsorship amount

Please clearly state the financial amount that you are seeking.

Sponsorship benefits

Outline the opportunities for Ezyquip promotion. Which other sponsors are involved. What publicity is planned.

You will be contacted by Ezyquip within two weeks from date of application to advise the success of your submission. If approved, the Ezyquip Marketing department will liaise with the successful applicant in regards to their sponsorship. Please note that all materials containing the Ezyquip logo need to be approved prior to print and distribution. Also note that by accepting our sponsorship, you agree to provide a post event report together with a photo gallery for Ezyquip to use for promotional purposes.

Please send sponsorship applications to:

The Marketing Officer
Ezyquip Hire
PO Box 347, Carole Park, QLD 4300

P: 1300 399 784
E: kim.armstrong@ezyquip.com.au
W: www.ezyquip.com.au

