



## **Poachers Pantry Sponsorship and Charitable Donations Policy**

Poachers Pantry, Wily Trout Wines and the Smokehouse Café (Poachers Pantry) is a family owned and operated business located on a farm near Hall, just 25 minutes out of Canberra. Each year, we receive many requests for donations and support from a wide variety of organisations and individuals and unfortunately, we can't assist everyone.

This policy has been established to address all requests on a case by case basis, based on the assessment criteria contained in this document.

Each request will be carefully assessed to determine if it meets Poachers Pantry's sponsorship, marketing and community objectives. Consequently we are unable to proceed with requests for support that do not fit within these objectives. In addition, budgetary constraints limit the number of opportunities that we can undertake.

Poachers Pantry seeks to act as a good corporate citizen at all times and has undertaken small scale contributions and sponsorships as part of their partnership with the community, however as requests have increased in number, it has become necessary to monitor those requests.

We recognise the important role we play as a member of the community, and support selected activities and organisations that benefit the community in which we operate. Activities and organisations are supported through working in partnership with the broader community for the long-term benefit of the tourism industry within the Canberra Region.

All sponsorship applications will be evaluated according to the criteria set out below and must be submitted on the form provided.

### **Scope of this policy**

In the context of this policy 'sponsorship' is defined as the provision of goods or services in exchange for advertising, marketing and promotional opportunities. 'Donation' is defined as the provision of goods to a registered charity where a receipt for the value of goods can be provided for taxation purposes.

#### ***Sponsorship:***

- may only take the form of provision of material goods or other;
- consists of resources in exchange for agreed acknowledgment;
- may be between one or more organisations; and
- does not generally include unencumbered donations of goods and services, or materials.

#### ***Donations:***

- may only take the form of provision of material goods or other;
- consist of resources provided free of charge and unencumbered
- will be provided to registered charities where a receipt for the value of the goods can be provided for taxation purposes.

### **Policy and rules of engagement**

Responsibility for co-ordination of sponsorship lies with the owners of Poachers Pantry. Each proposal will be assessed on a merit basis according to the criteria set. Each year at our business planning session, all staff of Poachers Pantry nominate their preferred charities and will assess other opportunities at this time. This means that if a proposal for sponsorship is to be considered a submission is to be prepared addressing the criteria set out in this policy document and submitted



with a **six week lead time** to assess the application. Alcohol will only be provided to organisations complying with Responsible Service of Alcohol (RSA) requirements.

### **Sponsorship Criteria**

Poachers Pantry will only agree to sponsorship opportunities that:

- Are consistent with our vision, reputation and objectives
- Addresses our target audience
- Helps achieve our objective to increase awareness of Poachers Pantry
- Adds value to business activities

Key areas of potential support by Poachers include:

- initiatives that support the future growth of the tourism industry in the Canberra Region
- initiatives that are directed at increasing the profile of Poachers Pantry
- community events in an area where Poachers Pantry members conducts its business.

Preference will be given to organisations that:

- Use the Smokehouse Café as the venue for their event
- Include Poachers Pantry or Wily Trout products that are branded on the menu at events held
- Are credible, with a proven track record in managing community initiatives,
- Can provide satisfactory information on its management and financial status; and
- Allow adequate time for applications to be assessed

### **Donations Criteria**

Poachers Pantry will assess all requests for donations based on the following criteria:

- Donations will only be provided to registered charities who can produce a receipt for tax purposes to the value of goods supplied
- Individual donation requests will require a submission detailing the merits of the organisation and to what purpose donation of goods will be used
- Support the company preferred charities – see [www.poacherspantry.com.au](http://www.poacherspantry.com.au) for details

### **Exceptions**

Organisations/activities which will **not** be considered for sponsorship by Poachers Pantry include those that:

- May be construed as discriminatory
- Could be detrimental to public health or safety
- Promote or encourage smoking or substance abuse
- Individuals seeking support for overseas travel or academic study
- Religious or political organisations or campaigns
- Programs that may present a hazard to the community or the environment
- Programs that contribute to the financial gain of an individual or business
- Activities which are the direct responsibility of the Government
- Non-specific fundraising projects or appeals
- Conferences, except when there is an explicit business link with Poachers Pantry
- An organisation with which sponsorship involvement could be misinterpreted as a bribe or kickback (for example, to influence a bidding or tender process).

Poachers Pantry does not make political donations or sponsor political organisations or candidates. Any departure from this aspect of the policy requires the approval of the business owners.



### Sponsorship Request Form

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

Address: \_\_\_\_\_

Contact: \_\_\_\_\_

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

Date of Event: \_\_\_\_\_

Are you a registered charity for taxation purposes: Yes  No

Estimated Number of Guests: \_\_\_\_\_

Purpose of Event: \_\_\_\_\_

Goods/services requested and \$ value: \_\_\_\_\_

Venue where event will be held: \_\_\_\_\_

Is there an opportunity for Poachers Pantry to provide any of its products/services for the event?

- Smokehouse Café as a venue
- Wily Trout Wines
- Poachers Pantry Smoked Meats

Target demographic of guest list: \_\_\_\_\_

Promotional Opportunities: (Please provide evidence/details of how Poachers Pantry will be acknowledged. If acknowledgement includes exposure in a program, attach sample program)

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Other supporting information: Briefly describe why Poachers Pantry should consider your request, event management capabilities or any other information that may influence our decision to provide support.

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On completion please return the form to [functions@poachers.com.au](mailto:functions@poachers.com.au) or fax to 02 6230 2211 .

Your application will have a greater chance of success if you allow plenty of time for assessment.

Preference is given to organisations who submit their application at least **six weeks prior** to the event.

If you are not successful on this occasion but your event is held annually, please submit a request for assistance before December each year for inclusion in our business plan for the following year.

Good luck with your application, we would love to provide assistance to as many people as possible.