



## Sponsorship Guidelines

PFD Food Services supports a variety of charitable activities, national sponsorships and community programs, some big and some small.

To be considered for sponsorship with PFD you must submit a proposal to us in writing. When preparing your proposal please be sure it contains the following information to assist us in our evaluation.

- Does the sponsorship allow PFD to communicate their values of service, reliability and tradition.
- Does it further enhance or position PFD as a good community citizen and active member of the communities in which we have PFD branches, staff or delivery locations.

In order to be considered, sponsorship applicants must include the following details:

- A list of the key values and short/long term goals of your organization.
  - Your target market/audience.
  - How you plan to advertise and promote your event/program.
  - Confirmation that we will be the only Food service distributor associated with your organisation/event/program.
  - A full list of your current or previous supporters (if any).
  - Your contact details.
  - A full list of sponsorship benefits?
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- What are the dates and location of your event or activities.
  - Do you have any media partners and what will be the media exposure?
  - Will there be national exposure for the activity?
  - What is the reach of the sponsorship - how many people see, attend or are involved?
  - What is the maximum number of sponsors who could be involved and what are the levels/hierarchy?
  - Do you have any suggestions for leveraging the sponsorship with our customers or the greater community?
  - What is the proposed cost of the proposal and any payment schedule?
  - How will the sponsorship be measured and reported to us?
  - What will the funds provided by PFD predominantly be used for?
  - How long has the organisation been in operation?
  - How will the organisation manage the partnership? Will there be an account manager?
  - Is the activity one-off, annual or ongoing?
  - Can our employees be involved, and if so how?
  - Is there any hospitality, entertainment or general involvement for our customers?
  - Are you or your venue a current customer of ours?

You will be contacted by the PFD Marketing Team within 10 working days of your submission

Please be aware organisations or events which will not be considered for sponsorship by PFD include those that:

- may be construed as discriminatory
- could be considered dangerous to public health or safety
- promote or encourage smoking, alcohol or any substance abuse
- promote or support criminal or any illegal activities