



Sponsorship Guidelines

Requests for sponsorship from Billy Hyde Music can be directed as follows:

- Local support should be directed to the store located within the particular community. Please visit our website for a list of store locations.
- National or state based projects can be directed to Head Office. PO Box 337 Ferntree Gully BC, VIC 3156, or sponsorships@billyhydemusic.com.au

Please make sure you read the information below carefully before contacting us with a request.

Each request is carefully assessed to determine if it meets Billy Hyde Music's' sponsorship, marketing and community objectives. Subsequently, we are unable to proceed with requests for support that do not fit within these objectives. In addition, we receive many requests for donations, support, prizes and assistance every month from a wide variety of organisations and individuals and budgetary constraints limit the number of opportunities that we can undertake.

All sponsorship applications are evaluated according to the criteria set out below which you should respond to in your proposal. It takes three to four weeks to assess applications and a response will be sent to you once your proposal has been evaluated.

Key requirements for potential sponsorships

All sponsorship opportunities which BHM undertakes must meet the following criteria:

- must fit with Billy Hyde Music's brand
- provide broad reach and appeal to our target consumers
- must show innovation and creativity - and set us apart!
- must show a solid return for the investment
- Provide a variety of benefits, most significantly in the areas of marketing & branding
- reinforces our values, interests and convictions as a company

Ineligible sponsorship requests

Unfortunately we are unable to offer sponsorship in the following areas:

- support of individuals
- commercial ventures such as band tours or productions
- cash donations

What we require from you?

It is important that you include the following information in your proposal to assist us with evaluation:

- name, full address, a brief description of your organisation and any relevant credentials
- Contact person (address/phone/fax/email) and relationship to event
- details of the benefits of the sponsorship for BHM including an estimate of \$ value
- full description of the event or sponsorship including where it would take place and when
- expected number of visitors
- exactly what support do you require from BHM
- details of exposure for BHM during the event/sponsorship and any ongoing exposure including a full list of media benefits (i.e. print, radio, television, Internet coverage)
- What the likely commercial benefit is
- List 2 ways in which BHM can leverage this sponsorship opportunity
- Details of your other sponsors
- Any other relevant information

A few hints and tips

- Ensure it clearly outlines what you want, when and why you think it would be good for us to join forces with you.
- Please proof read, you would be amazed about how many proposals we see with lots of typos?
- Lastly, please realise that we can't say yes to everything. Your proposal might be very good, but just not for us at this time.