

MUD HOUSE WINES LTD

GUIDELINES FOR SPONSORSHIP APPLICATIONS

BEFORE YOU COMPLETE THE APPLICATION FORM

At Mud House, we like to help where we can. We look for sponsorship opportunities that are appropriate for a wine company, are in sync with our brands and won't get us into trouble.

We not able to help everyone who asks, so before you complete what is quite a long, tedious form, please read our sponsorship guidelines below.

Guidelines for organisations seeking sponsorship

We do not sponsor:

- Events where minors are involved (under the age of 18).
- Schools, youth institutions or children's activities.
- Individuals.

What we expect from you in return for our support:

- Sponsorship exclusivity, i.e. your only wine company sponsor.
- Minimum of four months lead time.
- A natural link with our core brand values and product attributes.
- Creative ideas for utilization of the sponsorship.
- Ideas for how we can involve our customers with your event or programme.
- Access to a database of potential customers.
- The opportunity to create a database that we will own.
- Endorsement of our product by your organisation.
- Promotion/sampling opportunities on licensed premises.
- Publicity opportunities, in addition to logo exposure.

Checklist before you post your application

Have you included...?

- Key details of the opportunity, i.e. what, where, when and who will be there.
- Exactly what you require from Mud House, including the dollar value of the sponsorship support you are asking for.
- An overview of your marketing plan.
- A list of all other sponsors who are confirmed so far.
- A list of benefits that your event/programme will deliver for the Mud House wine brands.
- An estimate of audience numbers.
- An accurate time line, showing all marketing and publicity activity leading up to the event/programme.
- Photographs or any other supporting material that could assist your application.

Remember, Mud House is seeking opportunities that deliver appropriate, tangible, measurable benefits for our wine brands.

Submit completed applications to:

The Marketing Manager
Mud House Wines
PO Box 91
Waipara 7447
North Canterbury
New Zealand

Tel: +64 3 314 6900
Fax: +64 3 314 6905
Email: wine@mudhouse.co.nz

Approval process: Our marketing manager considers all applications that meet our criteria. You will hear from us within one month.

MUD HOUSE

SPONSORSHIP APPLICATION FORM

Organisation/Event requesting sponsorship	Name: Postal address:
Contact person's details	Name: Phone: Email: Postal address:
Event/programme dates	
Sponsorship start and finish dates	Start: Finish:
Is this sponsorship opportunity renewable? (i.e. is it an annual event?)	
Full description of event/opportunity, including location	
What exactly do you want from us?	
What is the approximate \$ value of your request?	
Estimated attendance/audience	
Promotion and publicity plan	
Other sponsors	
Time line of activities leading up to	

the event	
Do you have a database that we can access?	
Will you be able to provide us with an attendee database after the event/programme?	

Feature of event/programme	Benefit to Mud House

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