



Quality Fuels & Lubricants

# TASCO PETROLEUM SPONSORSHIP APPLICATION

**WE ARE ASKED EVERYDAY FOR SPONSORSHIP OF COMMUNITY GROUPS, SPORTING CLUBS AND FOR DONATIONS IN CONTRIBUTION TO DIFFERENT EVENTS & FUNDRAISERS.**

We would like to be able to support each organisation in their endeavours, however there are community, sponsorship and marketing objectives that each request must meet before being considered. If a request should fall outside of these sponsorship and community guidelines and not adhere to company values, we regret that support will not be considered. Subsequently, budgetary constraints in each financial year also means that not all requests will be able to be fulfilled. All sponsorship applications are evaluated according to the criteria set out below in which you should respond to in your proposal. Only successful proposals will be contacted once assessed.

## **IN YOUR PROPOSAL PLEASE ENSURE YOU INCLUDE:**

- Business or event name & contact details
- Contact person and their position within the organisation
- Description of the event E.G Annual event, a once only event, a national or local event etc.
- Include a program of events if applicable
- Include a statement on how TASCO Petroleum fits within the organisation's objectives. EG. Speedway, (fuel sponsor), Caravan Show (oil or fuel sponsor), Field Days (bulk oil and fuel delivery) etc.
- A description on how you might get members, users, participants or visitors to use our Service Stations or bulk fuel depots as their preferred supplier.
- A description on any added value included with the sponsorship EG. Advertising on other media such as radio, TV, print media or advertising opportunities surrounding the event.

## **SPONSORSHIP DETAILS REQUIRED:**

- An executive summary of the event
- Proposed date and corresponding location of the event and activity
- A list of other sponsors
- The charity or organisation being supported and what their objective is in the wider community
- A record of the requested sponsorship amount in total dollar value compared to the end dollar investment
- The period of which the sponsorship will be conducted
- The main target demographic of the sponsorship
- Is the sponsorship directed at one particular store, depot or area?
- A forecast of the expected number of visitors
- Any other relevant information that could be of assistance to your proposal

## **SALES - WILL TASCO PETROLEUM BE MAIN FUEL SPONSOR?**

- List the number of sales outlets / stall holders at the event
- How is this sponsorship proposal likely to benefit TASCO Petroleum?

## **MEDIA - WHERE WILL SPONSORSHIP BE RECOGNISED?**

- TV
- Radio
- Local Newspaper
- National Newspaper
- Event program booklets
- Social media
- Event or club website

# **PART OF YOUR COMMUNITY**

FREE CALL 1800 842 842



[tascopetroleum.com.au](http://tascopetroleum.com.au)

## HOSPITALITY

Please include a full list of hospitality benefits EG. Tickets to the event, catering packages, corporate hosting packages, client entertainment packages

## LEVERAGE - HOW WILL TASCO PETROLEUM BENEFIT FROM THIS SPONSORSHIP?

- If the event is successful, will Tasco Petroleum be offered first right of refusal for future events?

## ON-GOING SPONSORSHIP

- Please illustrate what grade/age our sponsorship will be used for
- Will our sponsorship be used within a single club or league level?
- It is expected that a time frame will also be put on "on-going" sponsorship EG. 6 months, 9 months, 12 months etc.

## BEFORE WE RENEW ANY ONGOING SPONSORSHIP, A POST SEASON/CAMPAIGN REPORT IS REQUIRED. THIS SHOULD INCLUDE, BUT NOT BE LIMITED TO:

- The number of people at the event, or within the club or league
- The number of advertising or marketing mediums we appeared in
- Monies raised from the event/s
- Photos of the event/s
- When were the funds transferred to the beneficiary?
- A testimonial statement to be used across our different advertising and marketing material from the head of the organisation
- A high resolution logo of the supported charity, club or organisation.

**ALL CORRESPONDENCE AND SPONSORSHIP OFFERS SHOULD BE COMPLETED IN WRITING.  
PLEASE SEE ATTACHED OUR SPONSORSHIP APPLICATION FORM.**

PLEASE ADDRESS TO:

## YOUR LOCAL DEPOT MANAGER & DEPOT

A LIST CAN BE FOUND ON OUR WEBSITE: [WWW.TASCOPEUROLEUM.COM.AU](http://WWW.TASCOPEUROLEUM.COM.AU)

OR

## THE SPONSORSHIP COMMITTEE

TASCO PETROLEUM

220 TENTH STREET

MILDURA VICTORIA 3500

***PART OF YOUR COMMUNITY***

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# TASCO PETROLEUM SPONSORSHIP APPLICATION FORM



Quality Fuels & Lubricants

DATE: / /

## SPONSORSHIP APPLICANT DETAILS

NAME: \_\_\_\_\_

ORGANISATION: \_\_\_\_\_

DATE OF EVENT/ONGOING: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

SOCIAL MEDIA PAGE: \_\_\_\_\_

HAS TASCO PETROLEUM PROVIDED YOU WITH SPONSORSHIP WITHIN THE PAST? (PLEASE TICK APPROPRIATE):

- YES
- NO

LEVEL OF SPONSORSHIP REQUIRED (PLEASE TICK APPROPRIATE):

- \$50.00 --- \$100.00
- \$100.00 --- \$200.00
- \$250.00 --- \$500.00
- \$500.00 --- \$1000.00
- \$1000.00+

OTHER: \_\_\_\_\_

IN THE EVENT THAT YOUR SPONSORSHIP LEVEL EXCEEDS \$1000.00, HAVE YOU ENSURED YOU MET ALL THE CRITERIA OUTLINED WITHIN THE TASCO PETROLEUM GUIDELINES? (PLEASE TICK APPROPRIATE):

- YES
- NO

WHAT LEVERAGE WILL TASCO PETROLEUM ACHIEVE FROM PROVIDING SPONSORSHIP FOR YOUR ORGANISATION/EVENT/CAUSE? (PLEASE ATTACH PROPOSAL OR ANY FURTHER INFORMATION):

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FURTHER COMMENTS:

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## **OFFICE USE ONLY**

**DOES THIS SPONSORSHIP OFFER/ APPLICATION EXCEED \$1000.00 OR IS IT ONGOING?  
(PLEASE TICK APPROPRIATE):**

**Yes - IF YES, PLEASE ENSURE YOU HAVE CONSULTED SPONSORSHIP OFFER WITH AN AUTHORIZED TASCOPETROLEUM PERSONNEL BEFORE PROCEEDING.**

No

CONSULTED WITH (STAFF NAME & TITLE): \_\_\_\_\_ DATE: \_\_\_\_\_

**DOES THIS SPONSORSHIP OFFER REQUIRE FURTHER INTERNAL WORK WITHIN ACCPAC?**

**Yes - IF YES, PLEASE ENSURE YOU HAVE ARRANGED LOGISTICS PRIOR TO COMMENCING AND ANY FURTHER PROMOTION OF SPONSORSHIP OFFER COMMENCES.**

No

**KEY CRITERIA CHECKLIST (PLEASE TICK SECTIONS WHEN COMPLETE):**

OBTAINED FULL COPY OF SPONSORSHIP REQUEST?

LEVERAGE OUTLINE?

SPONSORSHIP USE DEFINED?

DOES TASCOPETROLEUM HAVE EXCLUSIVE SPONSORSHIP RIGHTS?

DOES THIS SPONSORSHIP INCLUDE HOSPITALITY OFFERINGS?

IS THIS SPONSORSHIP ONGOING?

HAVE YOU CONSULTED WITH AN AUTHORIZED TASCOPETROLEUM PERSONNEL IF OFFER EXCEEDS \$1000?

SUBMITTED ALL PAPERWORK AND MATERIALS IN RELATION TO SPONSORSHIP REQUEST AND OFFER TO:  
MARKETING@TASCOPETROLEUM.COM.AU FOR MARKETING USE.

**FURTHER COMMENTS:**

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