

Event Sponsorship



Pursuit Performance strives to create mutually beneficial partnerships within the community and seeks submissions of great creativity and uniqueness. While we receive many requests for sponsorship, support, prizes and financial assistance from event organisers, unfortunately it is not commercially viable to support everyone with either financial support or Polar products, which are still a cost to the company.

For this current financial year, we have already committed to a broad program of marketing and sponsorship activities, however if you strongly believe you have an opportunity worth considering, then please read the guidelines set out below and provide us with answers to all relevant questions.

Guidelines for Submission...

WE ARE NOT INTERESTED IN:

- > Basic opportunities to expose the Polar brand to our perceived target audience. Positioning the Polar logo amongst dozens of other sponsor messages is not good value for money.
- > Events or organizations seeking association with Polar as a means of establishing their own credibility.
- > Limited hospitality opportunities including prizes or sponsorship for gala or fundraising events
- > Activities that take place outside of Australia.
- > Organisations that discriminate on the base of race, colour, sex, age, sexual orientation, religion, national or ethnic origin or physical disability.
- > Religious or political activities.

CRITERIA FOR APPROVAL:

Event sponsorship proposals must provide...

- > A cohesive link to the Polar brand and / or product attributes and features
- > A measurable return on investment (i.e. the total benefit and value of the sponsorship to Polar must exceed the total cost that Polar is being asked to contribute)
- > Ideas for Polar to leverage sponsorship
- > Retail promotional and marketing opportunities
- > Access to a database or the opportunity to create a database
- > Potential "Business to Business" and consumer sales opportunities
- > A timeframe of at least 4 months prior to the start date
- > Other details that provide a unique approach to product sales and promotion of the Polar brand



WHAT WE NEED FROM YOU:

Introduction to Sponsorship / Event...

- > Organisation / event details (name, address, phone, email)
- > Contact person (name, address, phone, fax, email) and relationship to organisation / event
- > Brief description of organisation / event (including past history and main competitors)

Sponsorship Details...

- > Please describe the top five key characteristics of your target audience?
- > Please select a maximum of 2 options below which best describe your target audience...
 - Health
 - Beginner
 - Gym Members
 - Elite Athletes
 - Corporate
 - Universities
 - Training Organisations
 - Recreational
 - Competitive
 - Youth
 - Sports Clubs / Associations
 - Schools (Public or Private)
 - Gyms / Fitness Studios
 - Other
- > What is the proposed timeline for the sponsorship?
- > What is the proposed sponsorship amount?
- > Is exclusivity in the product category being offered?
- > What is the likely commercial benefit to Polar and how will this be measured?
- > List 3 ways in which Polar can leverage this sponsorship opportunity.
- > How much advertising / promotion of the Polar brand is being offered? Provide a \$ value and percentage breakdown for the following media...
 - Television / Radio
 - Print – Brochures, Flyers, Programs, Magazines and Newspapers
 - Outdoor signage
 - Internet coverage – Email and Website
 - Other
- > Who are the other sponsors?

WHERE TO SUBMIT YOUR PROPOSAL:

Please email your proposal to the Marketing Department at: marketing@pursuit-performance.com.au

All sponsorship proposals will be reviewed against our budget, strategy and objectives to assess suitability, feasibility and resources required. We will endeavour to respond to your proposal within four weeks of receipt and appreciate your patience on this matter.