

Individual-Team 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 from individuals and teams, unfortunately it is not commercially viable to support everyone with 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.

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
- Limited opportunities including prizes or sponsorship for gala or fundraising events

CRITERIA FOR APPROVAL:

Individual or team sponsorship proposals must provide...

- Ideas for Polar to leverage sponsorship
- Potential "Business to Business" and consumer sales opportunities
- To promote Polar and distribute the 50 x supplied Polar Priority Cards. To be eligible for a Polar heart rate monitor, the number of cards that needs to be redeemed is as follows:

| | |
|-----------------------------------|------------------------|
| Polar model less than \$250 | 3 cards to be redeemed |
| Polar model between \$251 - \$499 | 5 cards to be redeemed |
| Polar model over \$500 | 7 cards to be redeemed |

You will be notified by email when a priority card has been redeemed.

Once the appropriate quantity of Priority cards have been redeemed through Polar Revolution, then you will be contacted to arrange delivery of your chosen heart rate monitor.



AGREED COMMITMENT FROM INDIVIDUAL OR TEAM:

- To provide Pursuit Performance within the first month of the sponsorship arrangement with a HRM file of a downloaded training session (if applicable) or competition (recorded via supplied Polar monitor) which displays the heart rate of the individual or team member during that activity for use and demonstration on the Pursuit Performance website or a photograph featuring the use of the Polar unit.

AGREED COMMITMENT FROM PURSUIT PERFORMANCE:

- To supply the most appropriate Polar product(s) to the individual or team member free of charge for use in training and competition, once the correct number of Priority cards have been redeemed.
- To supply 50 x Polar Priority Cards to the individual or each team member for promotion and distribution within the relevant sport or industry

Polar Priority Cards Explained...

- **To the recipient of each card:** Each Polar Priority Card provides the recipient with discount off the RRP on any Polar heart rate monitor purchased from Polar Revolution
- **To the individual or team member:** The priority cards are individually numbered to ensure that any cards redeemed will be recorded towards your chosen Polar model.



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.