

# Sponsorship

# Introduction

Ruralco lets you organise all of your farming and family needs through one charge while getting exceptional savings for your business with simple payment options and one monthly account. The Ruralco Card opens doors to a wide number of businesses in your local area that offer exclusive discounts and deals. Plus you can get independent seed and agronomy expertise; all your farm supplies needs delivered to wherever you are; trusted independent energy advice; and great card and bulk fuel discounts including delivery on farm.

## Our Aspiration and Brand Values

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### OUR ASPIRATION:

To be a thriving NZ Agribusiness known for inspiring people, productivity and profitability towards a sustainable future.

### SUPPORTING STATEMENT:

Cardholders will continue to benefit from the unique position Ruralco enjoys as a result of building trusting relationships with our business partners. These relationships, based on honesty, integrity and a shared belief in the strength of working together, ensure lower costs and a high standard of service to cardholders.

The Ruralco brand direction demonstrates that:

- Co-operation is the heart of who we are.
- We're obsessed with Agriculture and we're unconventional.
- We have quiet pride and we're driven by integrity.
- We are progressive and transparent with no hidden agendas, what you see is what you get.

## Ruralco Community Sponsorship

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Ruralco regularly receives sponsorship proposals as we have a policy of supporting the farming communities in which we operate and carry out our business. Supporting our members, their families and their communities is the key focus in Ruralco sponsorship.

## Sponsorship Guidelines

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Ruralco have established some guidelines to assist those applying for sponsorship:

Ruralco business is based around agriculture and the agricultural community, therefore ideally sponsorship should relate to this area.

1. Ruralco will sponsor local groups/organisations or events in relation to our farming community
2. Ruralco is unable to sponsor individuals.
3. Ruralco will consider sponsorship requests that align with the co-operative values and brand.
4. All applicants must complete the sponsorship application.
5. Any sponsorship request \$1,000 or more must be accompanied by a business plan and will be reviewed by the ATS Board of Directors. Please contact the Ruralco Marketing team for more details on what is required.

## Process for Consideration

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Having received your sponsorship application Ruralco will:

1. Send an acknowledgement letter once the proposal is received.
2. Assess the proposal against the sponsorship criteria to determine the fit, the benefits and resources required (monetary and human).
3. Proposals will be assessed once a month, therefore it is important to allow for as much lead time as you can when applying. All applications need to be submitted by the 25th of each month.
4. Provide notification of the final decision at the earliest opportunity.

# Application Form

DATE:	
NAME OF GROUP OR ORGANISATION:	
CONTACT NAME:	RURALCO CARDHOLDER NO:
ADDRESS:	PHONE NUMBER:
EMAIL:	
EVENT:	
EVENT DATE:	COST:
REQUEST:	
WHO WILL BENEFIT:	
BENEFIT TO RURALCO:	
IF RURALCO SPONSORS YOUR ORGANISATION / EVENT IS THERE ANY OPPORTUNITY FOR RURALCO TO:	
<input type="checkbox"/> Place signage at your event	<input type="checkbox"/> Market to your membership/participant
<input type="checkbox"/> Have ongoing advertising with your organisation	<input type="checkbox"/> Receive publicity in relation to the event
<input type="checkbox"/> Receive a report and photos of your event	
HAS RURALCO SPONSORED THIS ORGANISATION BEFORE? <input type="checkbox"/> YES <input type="checkbox"/> NO	
DETAILS:	

## OFFICE USE:

ACKNOWLEDGED:
DECISION:
REPLIED:
APPROVED:

## Contact:

### **Ruralco Marketing**

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