

Sponsorship

At National Pharmacies, our motto is *Healthy People for a Healthy World* and we are focused on creating a healthier community for all Australians.

Our community-driven sponsorship program supports a diverse range of worthy organisations, community events and initiatives – all of which actively encourage healthy lifestyles and attitudes.

The program has been carefully developed over many years by both National Pharmacies staff and our members – who, through their invaluable feedback, help determine which specific health issues we lend our support to.

The information provided in our *Sponsorship Guidelines* section will help us establish if your organisation's aims and values mirror those of National Pharmacies and our members.

Existing Relationships

National Pharmacies' sponsorship program allows us to build strategic partnerships with like-minded organisations that focus on the health and wellbeing of the community. It is through membership contributions that National Pharmacies is able to sponsor the organisations detailed below.

Something on Saturday, Adelaide Festival Centre Theatre

As the major sponsor of 'Something on Saturday' National Pharmacies help provide a low cost live entertainment program for children, which aims to provide access to cultural and educational events within the reach of South Australian families. The program is run between May and August each year providing children the opportunity to view live performances and participate through 'hands on' activities.

Sports Medicine Australia, SA

National Pharmacies sponsorship of Sports Medicine Australia, SA facilitates the production and distribution of sports medicine related information on topics including stretching, sports injuries and sports conditioning.

Royal Zoological Society of SA

In 2005 National Pharmacies began a relationship with the Royal Zoological Society of SA Inc on two exciting projects. The first is the new National Pharmacies Adelaide **ZOOM**obile, an educational mobile zoo, which travels around within the South Australian community, presenting information on conservation issues. The second is as the sole sponsor of the Yellow-footed Rock Wallaby breeding program, which helps to increase numbers of this vulnerable wildlife species in Australia. The Yellow-footed Rock Wallaby has also been the emblem of the Adelaide Zoo for the past 100 years.

Asthma Foundation South Australia

National Pharmacies is a proud supporter of the Asthma Friendly Childcare Centres Program, which provides training, resources and Asthma First Aid Kits to child care facilities in South Australia. Through the Program, Child Care Centres are encouraged to integrate the management and awareness of asthma into the daily life of their Centre and at home.

Asthma Foundation Victoria

National Pharmacies support the Asthma Friendly Children's Services Program in Victoria including the development of a storybook, which is used as a teaching aid in asthma management amongst kids. The book is targeted towards children under five and features vibrant photos of a young girl in contact with her various asthma triggers. Each page encourages children to interact with the story, by finding a character called Trigger, hidden in the photos.

Juvenile Diabetes Research Foundation

National Pharmacies sponsor the annual 'Walk to Cure' event in South Australia and Victoria run by the Juvenile Diabetes Research Foundation (JDRF). The aim of the event is to raise funds for research in the hope of one day finding a cure for type 1 diabetes.

Adelaide Bank Festival of the Arts

National Pharmacies is a proud supporter of the Adelaide Bank Festival of Arts. The bi-annual event is Australia's leading arts festival and is internationally recognised for its outstanding programs of performing, literary and visual arts.

Sponsorship Guidelines

At National Pharmacies we pride ourselves on supporting a range of organisations focused on the health and wellbeing of the community, however as our stores are currently established mainly in South Australia and Victoria our focus is towards these communities.

If you would like National Pharmacies to support your event, activity or program you will need to forward us a proposal outlining your request.

To assist you in preparing your sponsorship proposal and help us evaluate the possible match, we have established the following guidelines and criteria, which you will need to address.

Unfortunately at this time National Pharmacies is not able to support proposals for the following:

- Individuals
- Third party groups
- Religious, military or socio-political groups
- Expeditions or overseas travel
- Sponsorship of publications
- Those who promote unhealthy lifestyles – smoking, alcohol, gambling
- Projects outside of South Australia, Victoria and New South Wales
- Funding for equipment
- Groups which are not consistent with our image or key message
- Groups which conflict with, or are similar to, a current sponsorship arrangement

Sponsorship Application

Please provide answers to all of the following headings on your organisations official letterhead.

Title: Please provide us with the title of the proposed project

Contact details: name, position, address, phone, fax and email

Timeline: dates and times of the sponsorship

Objectives: details on the objectives and goals of the organisation, project or event and illustrate how these objectives relate to National Pharmacies

Outcomes: what are the benefits to the community, as well as to National Pharmacies, resulting from the sponsorship agreement? (Benefits for National Pharmacies can include signage, advertising, brand awareness, media relations, etc).

Other Sponsors: Provide details on other sponsors for the organisation, project or event. Do National Pharmacies already sponsor or support a similar event or cause?

Background: please provide an overview of the organisation and events background including any relevant research conducted. Do you have any prior sponsorship history with National Pharmacies?

Attendance: Provide the estimated attendance, or reach, of the proposed project. Any data pertaining to the target audience, such as demographic data is welcomed.

Staff involvement: Will there be any opportunities for National Pharmacies staff involvement? If so, in what way will staff be required? (Please name specific branches or regions)

Evaluation: How will you evaluate the success of the project against the objectives set out? How will this information be shared with National Pharmacies?

Cost: Please provide the cost to National Pharmacies to participate in the project including all sponsorship levels and options. (If you are requesting non-financial assistance, please state what you require)

Donation Guidelines

National Pharmacies recognise the need for support with small events throughout the community. If you are looking for a donation to assist with your event please provide the following details to your local National Pharmacies store:

1. Contact person
2. Organisation/ school/ club etc
3. Name of the event
4. Date and times for the event
5. How many people will attend?
6. What type of donation are you requesting?
7. What the donation will go towards (raising money/event prizes)
 - If it is to raise money, what will the proceeds go toward?

Currently National Pharmacies can provide vouchers and product towards donation requests; however, cash donations are currently unavailable. All requests need to be provided to your local store at least 6 weeks before the donation is required. When a decision is reached, National Pharmacies will formally notify the relevant contact person in writing as to the outcome.

Medical Supplies

If you are inquiring as to the donation of medical supplies and/or products we suggest that you contact the manufacturing brand of the product, which will be able to best assist your request.

Procedures

National Pharmacies receive numerous proposals every year. We therefore require a minimum 3 months notice to properly evaluate each proposal. When a decision is reached, National Pharmacies will formally notify the relevant contact person as to the outcome. Major sponsorship agreements are considered in January of each year.

Your compliance with our sponsorship request process does not automatically guarantee that National Pharmacies will be able to commit to your proposal and the final decision is at our discretion.

If you meet the guidelines outlined, please send your sponsorship application request to:

Marketing Sponsorship Program

National Pharmacies
Level 1, 52 Gawler Place
Adelaide SA 5000