

Lorna Jane
Active in the Community

Community Sponsorship Application Form

Section 1. Application Covering Information

1A. Organisation Details

a. Name of the applicant Organisation / Agency requesting sponsorship. (Include full company details of the organisation)

b. Relationship of the Applicant Organisation / Agency to the Sponsorship (if applicable)

c. Contact Name and Details (e.g. Name, Phone, Fax, Email, Mailing Address, ABN)

d. Detail any previous association with Lorna Jane Limited.

e. Detail any other sponsors that are currently involved with the applicant organisation and / or the sponsorship and their level of involvement

1B. Sponsorship / Donation Details

a. Please provide a description of the proposed sponsorship

Voucher/prize

Product

Both

Other

If applicable, please detail any other resources required to support the sponsorship

b. What is the timing of the sponsorship / donation activity?

c. What is the proposed term of the sponsorship?

Section 2. Community Benefit

a. Please describe this sponsorship opportunity that you are offering to Lorna Jane

c. What are your key success measures for this sponsorship and how will you know that you have achieved them?

d. How big is the reach and profile of the organisation (e.g. international, national, state or local)?

e. Why do you think Lorna Jane is the right partner / sponsor for you with this project / opportunity?

Section 3. Business Alignment

a. In what ways can Lorna Jane be involved in the project / opportunity / event?

b. How do you see Lorna Jane as mutually benefiting from this involvement and our partnership?

e. Detail the benefits delivered under the sponsorship as it relates to the following areas:

Media / communication Opportunities Rights (e.g. TV, print, radio, internet, newsletters, databases)

(2) Use of intellectual property (e.g. logos, marks, talent appearances and/or imagery)

Section 4. Other Information

a. Outline any other information you would like to include that is important to the sponsorship application

This Community Sponsorship Application should be forwarded:

By mail: Lorna Jane Sponsorship and Donations

P Box 1032

Fortitude Valley QLD 4006

AUSTRALIA

Facsimile: (07) 3252 4740

Email: marketing@lornajane.com.au

Should you have any enquiries about any elements of the application process or to check on the progress of a submission, please contact marketing@lornajane.com.au