



# GOOD GEORGE BREWING SPONSORSHIP APPLICATION

Thank you for thinking of Good George as a sponsor. We like to do our best to lend a hand, we call it 'Be Good, Do Good'. But as you can imagine we get a large amount of requests for support. To make the process easier we have created this document. Please read through the sponsorship requirements and complete the proposal form.

## SPONSORSHIP REQUIREMENTS

- Good George will consider proposals in all categories except those targeting an under-18 market.
- The event must align with Good George's core values.
- The event must promote the responsible use of alcohol.
- Logo and/or name exposure is considered a bonus but is not the primary goal of sponsorship.
- We expect our sponsorship partners to invest a minimum of 10% of the total value of the sponsorship to proactively maximise the sponsorship.
- Applications need to be submitted 3 months in advance of the event.

FIRST NAME

LAST NAME

ORGANISATION

EMAIL

PHONE NUMBER

TELL US ABOUT YOUR EVENT AND HOW WE CAN HELP

DATE/TIME OR TBC

WEBSITE/ EVENT PAGE

HOW WILL GOOD GEORGE BENEFIT FROM THIS SPONSORSHIP?

HOW WILL PEOPLE KNOW GOOD GEORGE HAS SPONSORED THE EVENT?

WHAT IS YOUR TARGET MARKET? (WHAT TYPE OF PEOPLE WILL BE AT THE EVENT?)

HOW DOES YOUR EVENT ALIGN WITH GOOD GEORGE'S CORE VALUES?

DO YOU HAVE A DEADLINE FOR YOUR REQUEST?

PLEASE SEND THIS FORM AND ANY RELEVANT DOCUMENTS TO  
[GARETH@GOODGEORGE.CO.NZ](mailto:GARETH@GOODGEORGE.CO.NZ)