



NSW Police Force

21 May 2012

RE: Sponsorship packages for Sutho Cops & Rodders Road Safety & Car Show 14 October 2012

To Whom It May Concern,

Sutherland Local Area Command will be hosting the 2nd annual '**Sutho Cops & Rodders Road Safety & Car Show**' at **Boys' Town Playing Fields, Woronora Rd, Engadine** on **Sunday 14 October 2012**. The aim of the event is to reduce road trauma by the promotion of safe driving and display of exhibits demonstrating the impact of major motor vehicle collisions on family, friends and the community alike. We invite car enthusiasts to enter a car show and display their cars, and have the opportunity of winning 1 of 25 trophies on offer. The event is the **ONLY** one of its kind in Australia, where emergency services and car enthusiasts work in conjunction to bring a spectacular and educational road safety presentation.

The 1st running of the event in **October 2011** attracted a crowd of around **10,000** patrons with 55 individual static displays and demonstrations set up with various specialist police units, emergency services, external stakeholders and organisations and attracted 146 exhibitor cars ranging from 1926 Hot Rods to 2011 FPV's. Entertainment was provided with road safety and dog unit demonstrations, guest speakers, trophies, bands and amusement rides. 2011's event raised \$3,500 for St George Hospital Trauma Unit.

Sutherland's 2012 event promises to be even bigger with national interest from organisations like V8 Supercars, V8 Utes, Shannons Insurance, NRMA Insurance, Western Sydney International Dragway, Eastern Creek Raceway, Eastern Creek Karting, Australian Red Cross, NRMA Safer Driving School, Vision Australia, Royal Flying Doctor Service, Careflight, Transplant Australia, Donate Life, Para Quad, NSW Wheelchair Sports and others expressing their interest in supporting the 2012 event. V8 Supercar Orrcon Steel Racing Team will be attending bringing their driving simulator, Show Car and driver Mark 'Frosty' Winterbottom. Shannons Insurance Super Rig will also be attending, in addition V8 Utes Jesus Racing Team and driver Andrew Wilson. There will be a large media presence, with publications, newsprint, film & television crews attending.

All money raised by our event is donated to our major beneficiary being **St George Hospital Trauma Unit**, assisting to raise funds for a Brain Injury Unit. Authorisation number STG 12-03.

Sutherland LAC is seeking your company's assistance in donating monetary funds, prize/s, vouchers, or any other items (ie food, drinks, shelter, hire equipment etc) that will contribute to the overall running of the day and successful raffle. The raffle will be drawn on **Sunday 14 October 2012** at approximately **2pm**. I would be most appreciative if you could commit prize/s and/or the attached sponsor packages by 1 August 2012, for collation. All logo's must be emailed to Senior Constable Dave Hayes on hayeldav@police.nsw.gov.au by 1 August 2012. The use of the logo will be as outlined in the attached packages. Please ensure the correct logo is supplied, as there will be no changes after receipt of same.

On behalf of Sutherland LAC, I again appreciate you time. If you would like to further discuss any of the above, my Community Safety Officer and Sutherland corporate events organiser, Senior Constable Dave Hayes can be contacted on (02) 9542 0702 or email hayeldav@police.nsw.gov.au

With Regards,


David Donohue
Commander
Sutherland LAC

SUTHERLAND LOCAL AREA COMMAND

Cnr Flora Street and Glencoe Street, Sutherland 2232

Telephone 02 9542 0899 Facsimile 02 9542 0709 E/Net 58899 E/Fax 58709TTY 9211 3776 ABN 43 408 613 180

SPONSORSHIP PACKAGES

The packages that are available for your organisation include:

- **\$2,000 PLATINUM PACKAGE*** (10 available)
 - Your company logo featured on **ALL** printed collateral and advertising including event poster, advertising banner, official letterhead and promotional flyer
 - Your logo featured on the front cover of the event program
 - Your logo featured on the rear of Event t-shirts, in the largest DPI (this will not exceed the dimension of NSW Police Force insignia and will have final approval by NSW Police Force)
 - Your company name and recognition featured on Sutherland LAC's Facebook page
 - Your business banner featured at event (to be provided by you)
 - Guest speaking opportunities on the main stage
 - Regular recognition by our Master of Ceremonies as a Platinum Event Sponsor
 - The opportunity to provide a marquee at the event for additional brand exposure (to be provided by you)
 - The opportunity to sponsor 1 x trophy selected by the event administrators
 - The opportunity to distribute promotional collateral to event attendees at the event
 - A framed Certificate of Appreciation
- **\$1,500 GOLD PACKAGE*** (14 available)
 - Your logo featured on the inside front cover of the event program
 - Your logo featured on the rear of Event t-shirts, in medium DPI (this will not exceed the dimension of NSW Police Force insignia and will have final approval by NSW Police Force)
 - Your company name and recognition featured on Sutherland LAC's Facebook page
 - Your business banner featured at event (to be provided by you)
 - Regular recognition by our Master of Ceremonies as a Gold Event Sponsor
 - The opportunity to provide a marquee at the event for additional brand exposure (to be provided by you)
 - The opportunity to sponsor 1 x trophy selected by the event administrators
 - The opportunity to distribute promotional collateral to event attendees at the event
 - A framed Certificate of Appreciation
- **\$1,000 SILVER PACKAGE**
 - Your logo featured on the inside front cover of the event program
 - Your logo featured on the rear of Event t-shirts, in small DPI (this will not exceed the dimension of NSW Police Force insignia and will have final discretion of use approval by NSW Police Force)
 - Your company name and recognition featured on Sutherland LAC's Facebook page
 - Your business banner featured at event (to be provided by you)
 - Regular recognition by our Master of Ceremonies as a Silver Event Sponsor
 - The opportunity to provide a marquee at the event for additional brand exposure (to be provided by you)
 - The opportunity to distribute promotional collateral to event attendees at the event
 - A framed Certificate of Appreciation
- **\$500 BRONZE PACKAGE**
 - Your logo featured on the rear of Event t-shirts, in smallest DPI (this will not exceed the dimension of NSW Police Force insignia and will have final discretion of use approval by NSW Police Force)
 - Your company name and recognition featured on Sutherland LAC's Facebook page
 - Your business banner featured at event (to be provided by you)
 - Regular recognition by our Master of Ceremonies as a Bronze Event Sponsor
 - The opportunity to provide a marquee at the event for additional brand exposure (to be provided by you)
 - The opportunity to distribute promotional collateral to event attendees at the event
 - A framed Certificate of Appreciation

- **\$150 TROPHY SPONSORSHIP** (Priority is given to Platinum & Gold Package deals)
 - Sponsorship of 1 x trophy selected by the event administrators
 - Your name and recognition featured on Sutherland LAC's Facebook page
 - Your business banner featured at event (to be provided by you)
 - The opportunity to provide a marquee at the event for additional brand exposure (to be provided by you)
 - The opportunity to distribute promotional collateral to event attendees at the event

- **Donated prize/s***
 - Donated prizes will be recognised in accordance to the corresponding of lesser monetary value sponsorship package with a minimum total prize pool worth \$500 or more.
 - Donation commitments **MUST** be sent via email to Senior Constable Dave Hayes on hayeldav@police.nsw.gov.au by 1 August 2012.
 - All donation items **MUST** be received by 14 September 2012 to Sutherland Police Station, C/- Senior Constable Dave Hayes 115-121 Flora St, Sutherland, NSW, 2232, unless other arrangement are made via email hayeldav@police.nsw.gov.au
 - Preference of logo use will be given to monetary donors and final discretion of use approval by NSW Police Force.

- **Donated prize/s under \$500** (minimum \$150)
 - Your company name featured on raffle tickets (Top 8 prizes featured)
 - Your company name and recognition featured on Sutherland LAC's Facebook page
 - Your business banner featured at event (to be provided by you)
 - The opportunity to provide a marquee at the event for additional brand exposure (to be provided by you)
 - The opportunity to distribute promotional collateral to event attendees at the event

*** Preference for trophy selection will be given to monetary package donors on a first in, first served basis. Successful trophy sponsors will be notified via email.**

All logo's **MUST** be emailed to Senior Constable Dave Hayes on hayeldav@police.nsw.gov.au by 1 August 2012. The use of the logo will be as outlined in the packages. Please ensure the correct logo is supplied, as there will be no changes permitted after receipt of same.

All monetary donations **MUST** be paid in full by Friday 14 September 2012. Cheques are to be made out to 'Sutherland Police' and sent to Sutherland Police Station, C/- Senior Constable Dave Hayes, 115-121 Flora St, Sutherland, NSW, 2232 **OR** electronic transfer to Police Credit Union event account BSB# 815000 A/C# 267660 'Sutherland Police Social & Fundraising Fund'. **A tax deductible receipt will be issued for all monetary donations over \$2.**

If your organisation is attending the event, all stallholder details must be received by the organisers by Friday 14 September 2012 via the applicable stallholder registration form. If any of the above donations are received, stalls are exempt from extra donation payment as outlined in package details.

Sponsors will not produce any artwork or promotional material carrying any NSW Police Force branding (including the NSW Police logo or the blue and white police chequer band) without the prior written approval of the NSW Police Force. Prior to production, any proposed artwork should be submitted to the NSW Police Corporate Design Team via Senior Constable David Hayes for approval or feedback.

***** STALLS please note ***** Sutherland Police are unable to provide tables, chairs and a marquee for your stall and must be self provided. **Limited powered sites are available and MUST be selected when completing registration form.**

If you require any further information, please do not hesitate in contacting Senior Constable Dave Hayes on 9542 0702 or email hayeldav@police.nsw.gov.au or Sergeant Scott Robinson on 95420 0899 or email robi1sco@police.nsw.gov.au

Sponsorship Terms and Conditions

Background

Sutherland Local Area Command (LAC) will be hosting the "Sutho Cops and Rodders Road Safety and Car Show" at Boys Town Playing Fields, Woronora Road, Engadine on Sunday 14 October 2012 (the "Event"). The aim of the Event is to reduce road trauma by promoting safe driving. After all on costs have been settled, the profits will be donated to local charities, with the main beneficiary being St George Hospital Trauma Unit.

Sponsorship

Any organisation or company providing sponsorship assistance in relation to the Event must comply with the NSW Police Force Sponsorship and Endorsement Policies which are annexed to these Terms and Conditions.

Corporate Name and Logo

The NSW Police Force will obtain the approval of the organisation or company before using their name or logo on any advertising, media release, website content, signage or other promotional material for the Event before its production or release.

Media Releases and Advertising

Sponsors must not issue a media release or make any statement relating to their Sponsorship arrangement without the prior written approval of the NSWPF Public Affairs Branch.

Contact Point

A sponsor seeking to clarify any matter must contact Senior Constable Dave Hayes on telephone 9542 0702 or email haye1dav@police.nsw.gov.au

Termination

In accordance with the NSWPF Sponsorship and Endorsement Policies, the NSWPF may terminate a Sponsorship arrangement immediately and without notice where criminal investigations involving the organisation or company, or one of its Directors, is taking place; serious adverse publicity has been attracted by the company or organisation; or the integrity of the NSWPF has been jeopardised as a result of its association with the company or organisation under this Sponsorship arrangement.

Payment and GST

Payment for Sponsorship packages must be made in full by 1 August 2012.

Payment of Goods and Services Tax is given the same meaning as *A New Tax System (Goods and Services Tax) Act 1999 Cth* ("GST Act"). Unless otherwise expressly stated, all prices or other sums payable in accordance with this Sponsorship arrangement are inclusive of GST and must be stipulated on any invoice made payable to the NSW Police Force.

Corporate Name & Logo

Sponsors will not produce any artwork or promotional material carrying any NSW Police Force branding (including the NSW Police logo or the blue and white police chequer band) without the prior written approval of the NSW Police Force. Prior to production, any proposed artwork should be submitted to the NSW Police Corporate Design Team via Senior Constable Dave Hayes for approval or feedback.

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