



# COMMUNITY FUNDING

Each year, Fisher Adams Kelly supports selected community activities and organisations.

It is essential that Fisher Adams Kelly partnerships deliver maximum benefit for all involved parties.

If you are considering asking Fisher Adams Kelly for support, please ensure your proposal meets the following criteria.

## PARTNERSHIP CRITERIA

### Brand synergy

Maintaining a strong brand is important to Fisher Adams Kelly. To maintain this brand strength it is also important that we partner with brands that share our commitment to building lives and building futures of people in our communities. Opportunities to display our brand are also vital to our business.

### Target audience

The partnership should be visible and relevant to our primary target audience, which is business owners and operators in Australia.

### Leveragability

The partnership should present opportunities to deliver Fisher Adams Kelly key messages to our target audience in a way that is innovative and has impact.

### Exclusivity

In most cases, it is important that Fisher Adams Kelly is the only intellectual property firm involved with the partnering organisation.

### Value

The partnership must represent value for Fisher Adams Kelly and demonstrate a measurable return on investment.

### Resources

The partner organisation should have internal or outsourced marketing capability to implement the proposal and ensure mutually-beneficial outcomes from the partnership.

### Timing

Fisher Adams Kelly requires proposals a minimum of eight weeks in advance of the start of a minor partnership, and three months in advance for a major partnership. Proposals provided with less lead time than this may not be considered.

## PARTNERSHIP GUIDELINES FOR APPLICANTS

The following details will help you prepare a partnership proposal that Fisher Adams Kelly can assess against our criteria. All partnership requests must be in writing.

### Partnership criteria

All proposals are considered in line with Fisher Adams Kelly partnership budget and current or ongoing commitments.

Each proposal is assessed against our criteria of:

- Synergy between Fisher Adams Kelly and the partner organisation

- Target audiences reached
- Benefits of the sponsorship to Fisher Adams Kelly and the community or business sector
- Level of exposure and visibility
- Number and type of other sponsors
- Value for money

### **Information required**

To ensure Fisher Adams Kelly fully understands your proposal, please include the following information:

- Description and objectives of the organisation or project
- Why you believe Fisher Adams Kelly has an affinity with your organisation or project
- History of the organisation or project and details of relevant parties involved, including their experience
- Benefits to the community
- Any testimonials from beneficiaries
- Commercial and other benefits to Fisher Adams Kelly, such as:
  - Target audiences (including any research to support the audience reach and awareness of the organisation or project)
  - A detailed list of all benefits and exposure to be provided
  - How the sponsorship will enhance Fisher Adams Kelly's business or community objectives
- The partnership options available, including the costs and benefits of each option
- Other partners and the proposed relationship with Fisher Adams Kelly, including exclusivity
- Marketing or promotional plans for the organisation or project, including timelines, significant milestones etc
- Management of the partnership and reporting to Fisher Adams Kelly
- Major sources of funding
- How the success of the partnership will be evaluated against its objectives.

### **Submit your proposal**

Please send your proposal to:

Marketing Manager  
Fisher Adams Kelly  
GPO box 1413  
Brisbane QLD 4001

Please remember that we require at least eight weeks to assess your partnership proposal and we will contact you for more information if required. You will receive a formal response in writing and if successful, you will be required to enter into a formal partnership agreement.

For more information please contact Fisher Adams Kelly on 07 3229 2655.