



Capital Chemist Sponsorship Proposal Guidelines

Capital Chemist Pty Ltd receives many proposals each year for sponsorship by the Capital Chemist brand, many of which we reject because they do not adequately meet our sponsorship objectives. We have developed this document to assist sponsorship seekers in the development of their proposals, and to encourage the presentation of proposals which meet our brand's sponsorship needs.

Capital Chemist Sponsorship Objectives include:

- Communicating the *Capital Chemist, we know what matters* message to its target markets
- Assisting Capital Chemist to achieve the aims of their Vision statement "We will improve each person's health and wellbeing".
- Enhancing brand positioning
- Directly targeting key customer groups
- Creating an opportunity for in-pharmacy promotion
- Adding value to pharmacy partnerships i.e. health and industry stakeholders
- Inclusion of suitable retail and OTC product sampling where available
- Product endorsement by individuals or organisations
- Creating a focal point for advertising campaigns and social media
- Opportunity to drive Loyalty Matters member numbers and benefits
- Pharmacy retail sales opportunities

Capital Chemist's General Guidelines

- Sponsorship must be dedicated to specific activities within the local region and involve predominantly local residents
- Sponsorship should provide an opportunity to drive retail pharmacy sales and/or provide a customer touch point for interaction by our local community pharmacists
- We will consider proposals at organisation or association level. We will not consider individual or team sponsorships.
- Logo exposure is not the primary goal nor the only benefit of sponsorship
- For major sponsorship requests (above \$5000) we require a six-month lead time
- We prefer to invest in sponsorships where we can work in partnership to evaluate and measure the effectiveness of our investment i.e. audience research and market reach



Sponsorships must provide the following:

- A direct way to profile that Capital Chemist is locally owned by Pharmacists who live in the local community
- A direct way to profile that Capital Chemist is locally owned by a partnership of like-minded pharmacists dedicated to providing quality pharmaceutical and ancillary services to their clients
- Opportunity to include owners/pharmacists in a unique way
- A natural link to the pharmacy industry (i.e. health, wellbeing, health services)
- Specifically target one of our key customer groups (detailed below)

Sponsorships must provide at least *four* of the following:

- Sponsorship exclusivity across the pharmacy category
- Utilise the theme *Capital Chemist, we know what matters* branding in a highly visible way
- Provide corporate hospitality opportunities which can be used by Capital Chemist for staff and/or customer incentives to participate or purchase ('what money can't buy' activities are particularly valuable)
- Creative ideas for maximising the sponsorship
- Provide promotional or mass media opportunities (not just logo exposure)
- Naming Rights e.g. Capital Chemist Fun Run
- Ability to leverage across a large number of Capital Chemist stores in ACT/NSW/Tasmania
- Investment divided into an upfront fee plus a performance-based fee i.e. exceeding event or program objectives delivers more value for sponsors. An additional cash or in-kind investment can be offered as an incentive

To be considered, proposals *must* include:

- Key details of the opportunity
- Overview of your marketing plan (including what is and what is not confirmed)
- List of sponsors who have committed to date and those who you are approaching. It should be noted that we reserve the right to decline sponsorships where other sponsors may not align with our health priorities (e.g. fast food suppliers)
- A comprehensive list of benefits including how they relate to Capital Chemist
- Realistic expected participation and audience numbers
- Timelines, including important deadlines



Capital Chemist

- Credentials of your company and key subcontractors (publicist, event producer etc)
- Details of monetary and in-kind investment required from us

Process for consideration

- All proposals are reviewed by the Capital Chemist Sponsorship Committee to assess suitability, feasibility and resource investment
- A recommendation is made to the Capital Chemist Management Committee (monthly meetings)
- Sponsee is notified of the decision within 4-6 weeks

Key Target Markets – young families, Seniors, audiences with focus on health management

Sponsorship Proposals should be sent to:

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