



Why we have Guidelines.

Darrell Lea often becomes inundated with proposals during peak seasons and we believe that providing guidelines is an efficient method to help us make informed decisions.

General Criteria

Darrell Lea prioritises opportunities that represent the key values and goals that are held by our company:

- Brining joy to people and creating a fun environment
- Caring for the environment
- Delivering Quality
- Innovative thinking

When considering sponsorship/charity, we also look for:

- Opportunities that are local to us
- We generally require a minimum 3 month lead time
- Opportunities without religious, political or divisive objectives
- Opportunities that have a positive impact on the environment or community
- Opportunities that will have a positive skew on our market perception.



Sponsorship and Charity Application form

To assist you with your application, Darrell Lea has prepared a Sponsorship and Charity application form.

To enable a thorough evaluation of your request, please complete the sponsorship and charity application form in full before submitting your application. Applications that do not answer all questions on the form will not be processed.

- If insufficient space, an additional page may be attached
- Any attached pages should make reference to the question number

01. Name of event / organisation seeking sponsorship/charity:

02. Date of event / program (including any relevant deadlines):

03. Spokesperson's contact name, position and contact details:



04. Background on the project/event:

05. Key details of why you see this event as an opportunity for Darrell Lea:

06. Do you have any creative ideas for maximising the sponsorship of Darrell Lea:

07. Background information of your organisation:



08. References and endorsements from past sponsors (where applicable):

09. Number and names of other sponsors that have been approached for this event:

10. Your target audience:

11. Contribution sought from Darrell Lea:



12. An overview of your marketing and advertising plan:

13. Are you offering Darrell Lea naming right opportunities:

14. Are you offering Darrell Lea signage opportunities:

15. Are you offering Darrell Lea the opportunity to meet with business leaders/colleagues:

16. Are you offering Darrell Lea an opportunity for client hospitality:

17. Are there direct marketing opportunities for Darrell Lea



18. Will there be media / marketing / advertising / exposure:

19. Will sponsorship/charity allow Darrell Lea to access your member listing and/ or database:



Application Process

Step 1: receipt of proposal

Please note: All sponsorship applications should be submitted no less than 3 months prior to the sponsorship or event commencement date.

Step 2: proposal assessment

Sponsorship and charity proposals are assessed at the end of each month

Please allow 6 weeks for your application to be processed and fully evaluated

Step 3: notification of assessment

You will be notified if your application has been accepted or declined

It should be noted that Darrell Lea receives many applications for sponsorship or charity and is able to fund only a minority of these requests.

If your application is successful

Sponsorship agreement

Successful applicants will need to formalise their sponsorship support via a sponsorship agreement that outlines the benefits and details of the sponsorship investment.

Leveraging benefits

It is important that the successful delivery of sponsorship benefits are undertaken in collaboration with Darrell Lea representatives via an agreed sponsorship servicing plan. The servicing plan will assist in ensuring the smooth delivery of benefits and clearly communicate the expectations of Darrell Lea and the sponsored organisation, charity or event.

Whilst Darrell Lea aims to achieve maximum leveraging value from its sponsorship and charity program, Darrell Lea staff will not be involved in promotional activities undertaken on weekdays.



Evaluating success

All sponsored organisations, charities and events are required to provide Darrell Lea with an evaluation report at the conclusion of the sponsorship period. The report must measure the:

- Success of the activity
- Level of recognition achieved by Darrell Lea amongst the attendees
- Demographics of the people attending the event
- Number of people attending the event
- Success of the benefits/leveraging opportunities
- Success of promotional activities and media exposure

Submitting your proposal

Proposals must be submitted on your company/organisation's letterhead and be addressed to:

Darrell Lea

3 Brooks Road

Ingleburn NSW 2565

Email: DLEA.Shop@dlea.com.au