



Sponsorship Guidelines

Introduction:

The fact that you can still meet a Cooper at Coopers Brewery says something about the place and about the beer we make here. The brewing tradition was started by Thomas Cooper back in 1862 and is a story well worth telling.

Thomas never meant to start a brewing business, frankly, because his business back in those early days of South Australia was stone masonry. But his wife asked him to brew up a batch of ale from an old family recipe to help cure an illness. From all accounts it was one heck of a brew.

Word quickly spread. Soon he found himself brewing the now world famous Coopers Sparkling Ale and Extra Stout for a growing band of loyal customers. As his brewery flourished, Thomas delivered by horse and cart direct to the homes of his customers, a Coopers tradition, which survived until the 1920s.

Thomas Cooper died in 1897 and his sons John, Christopher, Samuel and Stanley enthusiastically volunteered to continue the family tradition.

Today Coopers is Australia's sole remaining "family" owned brewery of stature, and that's why you can still meet a Cooper at Coopers. Our Managing Director, Dr Tim Cooper and our Executive Chairman Glenn Cooper are both 5th generation Coopers.

Coopers Brewery & Sponsorship

Coopers Brewery sponsor sports, arts, culture, and many other organisations that offer opportunities to sell and promote Coopers products.

SPONSORSHIP DEFINED:

Sponsorship is generally recognised as a commercial investment made to achieve many marketing objectives. The objectives vary, but fall under the two general categories of changing or enhancing our consumer's perceptions of our brand and changing their buying habits with regard to our brand. Our aim is to achieve both with each investment in sponsorship.

Sponsorship, by definition in this document, does not include donations and grants.

Sponsorship support can be of an event, organisation or team.

Coopers Brewery Sponsorship Guidelines

Coopers Brewery receives many proposals every year, many of which we reject because they do not adequately meet our needs.

We have developed this document to make our requirements clear to potential sponsorship seekers, and to encourage the presentation of proposals which meet those needs.

- › We will consider proposals in all categories except sponsorship of individuals.
- › We generally need a minimum of 10 weeks lead-time for requests greater than \$5,000 and less for smaller requests.
- › Logo exposure is considered a bonus, but is not the primary goal of sponsorship.
- › We prefer to invest in sponsorships that carry out audience research during and/or after the event, and providing results to the sponsor.
- › We expect that our sponsorship partners will invest a minimum of 10% of the total value of the sponsorship to pro-actively maximise the sponsorship. This can vary depending on the amount of the sponsorship.
- › Our overall objective is to ultimately place Coopers Beer in the hand of consumers.

Core Brand Values/Attributes

To assist you in understanding our positioning, here is an overview of our core brand values and attributes:

- › Australian made - Australian owned
- › Family owned
- › An Australian icon product › Unique ales
- › Relaxation, enjoyment and family values
- › Tradition
- › "Drink Responsibly" message.

Target Market Profile by Product

PALE ALE/MILD ALE

Males and Females, 18-34, as the primary target market with the following characteristics:

- › University students and young professionals›Optimistic about the future
- › Individualistic
- › Socially aware
- › Likes quality and substance
- › A leader
- › Risk taker
- › Comfortable with new technology

Pale Ale is a major beer in the market both locally and interstate.

SPARKLING ALE

Very similar to the Pale Ale and Mild Ale characteristics but with the following:

- › Drinker that enjoys a gutsy full flavoured beer (5.8% alcohol)
- › Not a trendy but likes to be stylish
- › Music of all styles

The brand has been the flagship of the Brewery for many years.

LAGER

- › Wide demographics drinker that enjoys a crisp dry taste
- › Ideal for outdoor events as it is available in cans

LIGHT

Alcohol conscious drinker, Male and Females of all ages 18 and above

- › Ideal for outdoor events as it is available in cans
- › Responsible drinking message is reinforced

DARK/STOUT

More suitable to specifically targeted events and would be considered as secondary priorities for sponsorship.

Sponsorships must provide some of the following

1. A natural link with our core brand values (see above)
2. Creative ideas for utilisation of the sponsorship
3. Exclusive Beer rights for event or venue
eg: Keep the opposition out
4. On-site sales eg: sampling opportunities
5. Retail cross-promotion
6. Investment divided into an up-front fee plus performance-based incentive
7. Naming rights
8. Provide opportunity for key customer hospitality (“what money can not buy” activities are particularly good)
9. Provide advertising and promotional opportunities (logo exposure does not count)
10. Specifically target one of our primary target profiles (see above)

TO BE CONSIDERED, PROPOSALS MUST INCLUDE:

1. Key details of the opportunity
2. A comprehensive list of benefits, including how they relate to us and our products
3. Credentials of your company and key subcontractors (publicist, event producer, etc.)
4. Overview of your marketing plan - including what is and is not confirmed
5. List of sponsors who have committed to date
6. Timeline, including important deadlines.

PROCESS FOR CONSIDERATION:

All proposals are reviewed to assess suitability, feasibility, and resources required (human and monetary)

All proposals are acknowledged by Coopers Brewery in writing and appropriate secondary meetings put into place, as required.