

DOMAINTM

RESORTS & RESIDENCES

DONATION PROPOSAL GUIDELINES

Domain Resort & Residences receives a large number of donation requests each week, which unfortunately makes it difficult to be able to assist in every request presented to us. Each year, a sponsorship and donation budget is determined as part of our overall marketing plan. To assist us in the process of reviewing all requests we have guidelines to help you submit an application that meets our criteria for consideration.

Donation Criteria:

These are the criteria by which we initially assess donations:

- We will consider requests for donations which are provided as requests in writing;
- Proposals/requests must be on company or the organisations letterhead;
- A donation is generally regarded as a goods and services contribution to a non profit organisation (including schools within the vicinity of Domain Resort & Residences properties);
- Donations are also allocated from time to time for cross promotions with businesses;
- All donations are distributed according to the company's discretion;
- We generally require a minimum of six weeks lead-time to process all requests;
- Donations that provide a natural link with Domain Resorts & Residences accommodation/services are favorably considered;
- Domain Resorts & Residences' logo exposure is sought as acknowledgement of donation (where applicable) in all related event promotional materials. Any additional cross promotional, branding, networking or hospitality benefits should also be detailed.

To be considered, donation requests *must* also include the following:

- Key details of the event/promotion outlining details of the beneficiary
- Details of your target market/expected attendance or audience reach
- Overview of your event/promotion marketing plan
- Number of other sponsors/contributors that have been approached and/or list of sponsors/contributors who have committed to date
- A comprehensive list of any benefits associated with donations, including how they relate to Domain Resorts & Residences and our services
- Timeline (including any relevant deadlines)

Process for Consideration:

- All proposals are reviewed to assess suitability, feasibility, and resources required to be involved. Applications should be sent to:
Domain Resorts & Residences
Marketing Department
PO Box 1606
Kingscliff NSW 2487