



Highland Spring Sponsorship Proposal Process

Highland Spring sponsors a wide variety of events, sports and activities. Our sponsorship is a commercial, rather than a philanthropic activity, and must actively benefit Highland Spring. Please find below a guide to the proposal process for potential Highland Spring sponsorship partners.

Mandatory Requirements

In order to be considered, sponsorship applicants must include the following details in their proposal:

- What is the nature of the request?
 - o Product Donation (how much is required)
 - o Premium Item Donation
 - o Financial Donation
 - o Sponsorship fee
- Full description of the event/sponsorship including name, date and location
- How you plan to advertise and promote your event/program
- Confirmation that Highland Spring will be the exclusive water/ soft drinks company associated with your organisation/event/program
- A full list of your current or previous supporters (if any)
- Your full contact details

General Criteria

The following questions are indicative of those Highland Spring considers when evaluating sponsorship proposals:

- Does the event/sponsorship meet our key objectives
 - o raise brand awareness
 - o promote the link between active sport and good hydration
 - o convey an active healthy lifestyle
 - o complement our existing sports sponsorships/ partnerships
 - o champion healthy drinking for kids
- Is there a full list of sponsorship benefits? e.g. branding, advertising, tickets, hospitality, website links, sampling etc
- Is the activity one-off or annual?
- Is there a potential to receive TV/Press coverage? (which media partners have been confirmed)
- Does the activity have any PR ability?
- Are there any extension opportunities? e.g. sampling
- What is the reach of the sponsorship - how many people see, attend or are involved?
- How will the sponsorship be measured and reported to us?



How to submit your proposal

Proposals that meet with the above Highland Spring guidelines and criteria can either be sent in by email or in writing.

By Email

Subject line of Email: Sponsorship Proposal

Email: enquiries@highland-spring.com

By Post

Leah Holmes

Marketing Executive

Highland Spring

Stirling Street

Blackford

Perthshire

Please note:

We will advise you in writing/via email of the status of your application within 4 weeks of receipt of your proposal.

We may contact you earlier should we require additional information.