



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 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 and Best 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 1920's.

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 meet a Cooper at Coopers. Our Managing Director Dr Tim Cooper and our Executive Chairman Glenn Cooper are both 5th generation Coopers.

Coopers Brewery and Sponsorship

Coopers Brewery sponsors sports, festivals, live music, food events, arts and many other organisations that offer opportunities to sell and promote Coopers products.

The sponsorship of organisations and events has long been a part of Coopers business, as has the donations of goods for various charities and events.

Coopers current sponsorship strategy is based around:

- **Festivals** e.g. Womadelaide, Fringe, Garden of Unearthly Delights and Stereosonic
- **Arts** e.g. Life after Dark
- **Live Music** e.g. Australian Music Prize (AMP) and Scorcherfest
- **Food** e.g. Good Food Month Sydney and Good Food Month Melbourne
- **Non-mainstream sports** e.g. Surfing, Surf Life Saving, Tennis, Golf and Sailing

In very broad terms (excluding our National V8 Supercar sponsorship), we spend 60% on Festivals and 40% on non-mainstream sport.

There are other sponsorship activities that Coopers undertakes that sit outside of the above mentioned activities. It is important they are appropriately aligned and coordinated with our corporate values and core business.

It is important to note that the sponsorship strategy has different emphasis within SA to outside SA. This reflects the difference in Coopers brand strength and market share in SA and the development of brands in the Eastern states and WA.

Coopers Brewery Sponsorship Guidelines

Coopers Brewery receives many proposals every year. We have developed this document to make our requirements clear to sponsorship seekers.

This document refers specifically to sponsorship in the form of:

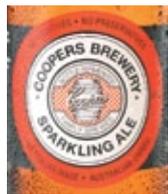
- Loan of Beer Dispensing Equipment
- Merchandise (i.e. stubby holders, caps etc)
- Beer Donation
- Posters/ Signage
- Monetary Contribution

Guidelines:

- We will consider proposals in all categories except the sponsorship of individuals.
- 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, with the results provided to the sponsor.
- The overall objective is to ultimately encourage trial of Coopers beer in the market place.
- Coopers Brewery will not engage in sponsorships with people under the legal drinking age of 18.

Our Brands

Product Messaging Chart



THE LIVING LEGEND OF AUSTRALIAN BEER

LEGENDARY



AUSTRALIA'S ORIGINAL PALE ALE

ICONIC



THE MIDSTRENGTH BEER WITH FULL FLAVOUR

CLEVER



THE GREAT PERSONAL DISCOVERY

UNEXPECTED



A COOPERS TRADITION LAUDED WORLDWIDE

SUPREME



THE PINNACLE FOR BEER LOVERS

REVERED



A CRAFT BEER WORTHY OF OUR 150TH YEAR

JOYOUS



THE TRUE MEANING OF ARTISAN

SKILLFUL



SIMPLY A BETTER TASTING LAGER

GENUINE



NO SACRIFICE ON FLAVOUR

TRUE



TRADITIONAL ALE IN A CAN

VERSATILE



THE EASY DRINKING COOPERS

REFRESHING



THE PERFECTLY INDIVIDUAL PILSNER

INDIVIDUAL



JAPANESE ATTENTION TO DETAIL

PIONEER



THE FRENCH ART OF LIVING

SOPHISTICATION



FRENCH REFINEMENT WITH A HINT OF CITRUS

ELEGANCE



PREMIUM EUROPEAN

UNCOMPROMISING



STRONG LIKE AN ELEPHANT

FULL FLAVOURED



THE FINEST BREW GREECE HAS TO OFFER

EXOTIC



THE BEER YOU HAVE WHEN YOU CAN'T HAVE A BEER

REWARDING



THE FLAVOUR'S HERO WHILE THE ALCOHOL'S ZERO

RISK-FREE



PEOPLE WHO CARE ABOUT CIDER

AUTHENTIC

Sponsorship Expectations

What do we expect from those we sponsor?

- Exclusivity for product, brand or category
- Access to contacts, databases and other sponsors
- Recognition in newsletters, website and social media
- Presentation of awards and the opportunity to speak
- Signage
- Orders = sales
- Professionalism and ease of dealing
- Tickets to events for competitions, customers and staff for leveraging events into trade
- Allows Coopers to establish relationships with the patrons of the events we sponsor



How Do I Apply?

Sponsorship Process:

To apply for sponsorship, please follow the process below:

- Step 1: Read the Sponsorship Guidelines to determine whether or not your request fits the criteria.
- Step 2: Determine the type of Sponsorship you are applying for:
Loan of beer dispensing equipment, merchandise, beer donation, posters/signage or monetary
- Step 3: Complete the Sponsorship Request Form and Submit to us
- Step 4: You will receive a response within 4 weeks of submitting your proposal.

Process for Consideration:

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

To be considered, proposals must include:

1. Key details of the opportunity
2. A list of benefits, including how they relate to us and our products
3. Credentials of your company and key subcontractors (publicist, event promoter etc)
4. List of sponsors who have committed to date
5. Timeline, including important deadlines

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