

Thank you for your interest in partnering with Macarthur Real Estate. We are proud to support our local community and are committed to building strong, mutually beneficial relationships. To ensure a smooth and efficient process, please review the following guidelines before submitting your proposal.

All sponsorship inquiries and materials must be directed to:

Steve Bollinger, Marketing Manager

steve@macarthurrealestate.com.au

General Sponsorship Terms

If relevant, please specify if you are offering category exclusivity (eg: Sole Real Estate partner).

Macarthur Real Estate Agency reserves the right to withdraw from a partnership if the event or organisation's activities conflict with our brand values or community standards.

Upon conclusion of the event/activity, we request a brief report outlining the outcomes, including estimated attendance, media coverage, or any photos that demonstrate the visibility of our sponsorship. We would love to share these details with our own clients and community.

What We Support

Macarthur Real Estate Agency focuses its support on initiatives that align with our core values, primarily within our local community. We prioritise:

- Local sports clubs, teams and sporting events
- Community festivals, events, and community days
- Schools and educational foundations
- Charities and non-profits with a local presence

How to Submit a Proposal

To help us evaluate your request effectively, please include the following information in your initial email:

Organisation/Event Details: Name, mission, and background.

Proposal Summary: A clear description of the event, program, or initiative you are seeking support for.

Date and Location: When and where the activity will take place.

Target Audience: Description of the demographic and expected reach.

Partnership Benefits: A detailed outline of the benefits and recognition offered to Macarthur Real Estate Agency (eg: logo placement, speaking opportunities, tickets).

Investment Level: The specific amount of funding or in-kind support you are requesting.

Call to Action: What you would like us to do next.

Branding and Logo Usage Guidelines

If your proposal includes any form of branding or marketing, the following guidelines must be adhered to.

Logo Usage:

- Our logo must be reproduced from the high resolution files we provide. Do not alter, distort, or recreate our logo.
- A minimum clear space must be maintained around the logo.
- The logo must be displayed in a prominent position, commensurate with our sponsorship level.

Our Name:

Macarthur Real Estate Agency is the name to be used on any written materials or verbal communications.

Co-Branding and Artwork Proofs

Prior to any production or publication, all designs featuring the Macarthur Real Estate Agency name or logo must be submitted for written approval. This includes, but is not limited to:

- T-shirt and apparel designs
- Event posters, flyers, and banners
- Digital advertising and social media graphics
- Program booklets and editorial features
- Vehicle wraps or signage
- Website pages and email newsletters

Submission for Approval:

Email to: steve@macarthurrealestate.com.au

Subject Line: Artwork for Approval: [Your Organisation/Event Name]

Please provide a high-resolution PDF, JPG, or PNG file. For items like websites or social posts, a screenshot or a live link is acceptable.

We will review all submitted artwork and provide feedback or approval within 1-2 business days. No materials containing our branding may go to print or be published online without explicit written approval from the Marketing Manager and/or Director.

Sponsorship Proposal Checklist

Before you hit “send,” please ensure your proposal includes:

- ☐ All required information
- ☐ A clear outline of benefits for Macarthur Real Estate Agency.
- ☐ If applicable, a note that you are aware of the mandatory artwork approval process

We thank you for considering Macarthur Real Estate Agency as a partner and for adhering to these guidelines. We look forward to hearing from you!