

Sponsorship Criteria & Guideline (External Use)

As a global brand, we attract a significant number of sponsorship requests. Each sponsorship proposal is reviewed case-by-case and we will respond to each request individually following our evaluation. We do have a (non-exhaustive) list of principles and objectives against which we evaluated our proposals and you can use the criteria to guide your proposal. Please see the sponsorship criteria as listed below. You can also peruse our rejection guidelines for sponsorships that Julie's will not endorse.

Sponsorship Criteria

1. Sponsorship activities must be consistent with our brand objectives and values. They must help form positive associations with the Julie's brand.
2. Sponsorship activities should align with our vision and mission statements and values.
3. Each sponsorship should aim to deliver a strong return on investment (ROI) for the Julie's Biscuits, its stores and its brand by providing appropriate media, product placement and sponsorship leverage opportunities according to level of investment.
4. Each sponsorship will include clearly stated objectives and measureable deliverables.
5. Julie's seek balance in her sponsorship portfolio, with a combination of commercial and community-focused sponsorships.
6. Where possible, sponsorships will provide opportunities for Julie's employees to participate.
7. The sponsorship should allow at least two (2) months' lead time for activation.
8. Approval will be granted on a first-come first-served basis and within monthly budget availability.

Rejection Guidelines

In order to meet our sponsorship objectives, it is our policy to avoid sponsorship properties and/or organisations:

1. Organisations with direct links to political missions and associations.
2. Organisations with direct links to tobacco or alcohol, negative impacts on health or the environment.
3. Sponsorship properties that are associated with high-risk activities perceived to have or encompass a violent or dangerous nature with poor occupational health and safety performance (e.g. wrestling and boxing).
4. Sponsorship properties which already have given significant brand exposure for our competitors.
5. Sponsorship properties that are inconsistent with our brand image and brand values and messages.
6. Sponsorships where Julie's Biscuits or its colleagues may have – or be perceived to have – a conflict of interest.
7. More than two (2) applications per year for an organisation.
8. Sponsorship of individuals.

Julie's reserve the right to reject any sponsorship request or proposal.

Please check the Applying for sponsorship section for the details we require for any application and then submits.