

# AAAF Sponsorship Program Milestone Commitments

This Sponsorship Program aims to provide support for individuals and families living with Alopecia Areata, while also raising awareness of the condition and of AAAF by connecting to new communities.

The milestone commitments are what you will be required to submit to AAAF in order to demonstrate your progress in the sponsorship. Funding is dependent on meeting the milestone commitments as outlined below. Deliverables are required at the start and end of the sponsorship period, and at check-in part way through the program.

## Bronze:

Bronze Sponsorships last for a minimum 3-month period and will have a check-in 8 weeks into the Sponsorships period.

### Upon receipt of sponsorship:

- "My Alopecia Story", minimum 300 words, in word document format.
- At least 3 images of the recipient engaged in the activity/hobby they are being sponsored in.
- Committing to display AAAF logo during sponsorship period, and providing at least 1 image demonstrating this. Logo can be as a patch on uniform or equipment, training gear, displayed at training facility, on social media or website, or other to suit your activity. AAAF to provide logo.

### At check in, and end of sponsorship period:

- At least 3 images of the recipient engaged in the activity/hobby they are being sponsored in featuring the AAAF logo
- A written update on your progress in your chosen activity, particularly how the sponsorship program has aided you. Minimum 300 words, in a word document format.

## Silver:

Silver Sponsorships last for a minimum 6-month period and will have a check-in 3 months into the Sponsorship period.

All items listed in Bronze level, as well as:

### Upon receipt of sponsorship:

- Commitment to take part in media/PR activities if available, including written, phone, radio or video interviews. AAAF to assist in sourcing these activities.

### At check in, and end of sponsorship period:

- A short video of you participating in your chosen activity, if possible featuring the AAAF logo

## Gold:

Gold Sponsorships last for a minimum 12-month period and will have a check-in 3, 6 and 9 months into the Sponsorship period.

All items listed in Bronze and Silver level, as well as:

### Upon receipt of sponsorship:

- A short video introduction to yourself and your hobby, and why you take part in it, and your goals for the next 12 months.
- A commitment to provide notification of any events such as competitions or performances relating to your hobby, so that AAAF can notify our community.
- A commitment to provide written, image and/or video based content updating on your progress during any events relating to your activity during the sponsorship, including competitions, performances, major milestones, etc.

### At check in, and end of sponsorship period.

- A short video talking about your progress in your activity/hobby, how you are progressing with your goals, how the sponsorship has benefited you and how you feel your activity/hobby has impacted your journey with alopecia.

# AAAF Sponsorship Agreement –

## SAMPLE ONLY

The following Sponsorship Agreement has been developed by the Australia Alopecia Areata Foundation Inc. (AAAF) in agreeing to terms as a sponsor or partner.

AAAF Expectations from the Sponsorship:

- Commitment to meet the Milestone Commitments appropriate to your sponsorship level (Bronze, Silver or Gold)
- Visibility and exposure of AAAF brand at events/competitions
- Exposure about Alopecia Areata
- Access to events, including tickets, if available.
- If you are the subject of an interview in the national, regional or local press, make every effort to credit AAAF. Do this by wearing branded clothing in a newspaper photo or TV interview, or by crediting your success to the valuable support of AAAF

AAAF Responsibilities to the Sponsorship Recipient:

- AAAF grants permission to use the AAAF logo or other branding to promote this sponsorship.
- AAAF will provide the embroidered AAAF logo to be applied to uniforms.
- Where possible, AAAF will engage in PR opportunities and events that arise through the sponsorship.
- Payment will be provided via invoicing by a business or provider working with the sponsorship recipient as milestones associated with the Sponsorship program are met. Exact schedule of payments will be coordinated on a per-case basis with each sponsorship recipient. Note that AAAF cannot provide funding direct to individuals, and sponsorship recipient must assist in arranging for agreed invoices in their name to be directed to AAAF for payment.

In accepting this sponsorship, it is expected that all parties will conduct themselves in good faith and in such a way that presents a professional and positive promotion and image. This agreement may be terminated early if actions unfold which damage the good name or image of either party.

# Sponsorship Agreement Details

|                    |  |
|--------------------|--|
| Parties            | Between<br><b>Applicant Name:</b><br><b>Parent/Guardian Name (If Applicable)</b><br><br>and<br>Australia Alopecia Areata Foundation Inc. |
| Funding amount     | <b>(insert amount of funding requested here)</b>   |
| For the purpose of | <b>(insert reason for funding request.</b><br><b>What will funding be used for?)</b>   |
| Duration           | <b>(insert duration of this sponsorship in months)</b>   |
| Date               | <b>[(insert date of signing of agreement here]</b>   |
| Signed             | Print Applicant Name:<br>Print Parent/Guardian Name (If Applicable):<br>Signature:<br><br>Print AAAF Representative Name:<br>Signature:  |