

SPONSORSHIP GUIDELINES

FONTERRA GRASS ROOTS FUND

At Fonterra we recognise the vital role that strong, healthy rural communities play.

The Fonterra Grass Roots Fund is our way of saying thank you by supporting projects, ideas and initiatives that bring our rural communities together and make them better, safer, more vibrant places to be.

The fund opens doors for a wide range of community projects with grants of between \$500 and \$5,000. To be considered, your initiative or activity must fit within one of the three categories below.

1. BRINGING COMMUNITIES TOGETHER

The Fonterra Grass Roots Fund enriches our communities by bringing people together.

Examples of previous community sponsorships in this category include:

- Assisting rural events such as calf club days
- Community activities that add value to the dairy industry
- Local business award programmes that have a strong connection to the dairy industry
- Recreation sports initiatives that include the wider community
- Educational resources for community-wide use



2. CARING FOR OUR ENVIRONMENT

We take care of the environment by supporting sustainable initiatives.

Examples of previous environment sponsorships in this category include:

- Environmental projects such as landscaping/developing/cleaning a local park
- Recycling and environmental educational programmes
- School environmental initiatives, for example worm farms, vegetable gardens etc
- Riparian planting projects
- Equipment to be used to enhance the environment



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3. MAKING OUR COMMUNITIES SAFER

We strongly support high standards of health and safety for our communities. Examples of previous safety sponsorships in this category include:

- Child health and safety initiatives, for example high visibility vests for children crossing busy roads
- Emergency response services equipment, for example a defibrillator, locator beacons, safety jackets etc
- Subsidised safety equipment, e.g. partly funded car seat rental



Please note. To be considered for sponsorship, your application must fall within one of these categories. All viable applications are evaluated by a regional sponsorship committee, however each funding round, we receive more applications than we can support. If your application is unsuccessful, you may like to consider reapplying the following year.

FONTERRA GRASS ROOTS FUND CRITERIA

The Fonterra Grass Roots Fund will support activities/projects that:

- have a group focus
- are held on public land
- are regionally specific (not nationwide)
- take place within the region the application is submitted under
- only request between \$500 and \$5,000
- appeal to a wide audience which includes the wider community
- are not community watch programmes or foodbank product requests
- are not associated with tobacco, drug or alcohol consumption
- are not detrimental to public health or safety
- are not sponsored by a dairy industry competitor
- do not include general building construction, maintenance, operational or salary costs
- do not cover promotion and advertising costs
- do not promote political, religious or military organisations
- do not include trips with requests for travel, accommodation and food costs
- naming rights requests for a regional conference and/or exhibition must have a dairy connection
- clubs with memberships that are open to the public



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REGIONS COVERED

Northland	Northland to Auckland City
Central North Island (North)	Auckland South to Waikato (including Hamilton, Te Rapa, Morrinsville, Te Aroha, Waitoa)
Central North Island (Mid)	Remaining Waikato (including Cambridge, Te Awamutu, Hautapu, Otorohanga, and Te Kuiti)
Central North Island (South)	Greater Bay of Plenty region (including Lichfield, Tirau, Tokoroa Edgecumbe, Rotorua, Reporoa, Whakatane, Opotiki, Taupo), Gisborne and Hawkes Bay
Lower North Island	Taranaki, Manawatu, Wanganui and Wellington
Mid/Upper South Island	Tasman, Nelson, Marlborough, West Coast, and Canterbury
Lower South Island	Otago and Southland

Apply online at facebook.com/fonterragrassroots or fonterra.com/grassroots