

Sponsorship Application

Guidelines

Avant Card sponsor the organisations listed below, artists come under a separate project—please refer to our website.

- ★ community
- ★ environmental
- ★ health
- ★ festivals, concerts and events

We offer full sponsorship for one card per print run. Postcards are printed within our print runs every two weeks and distributed accordingly. We do not accept pre-printed cards. We offer a total of 10,000 postcards for local campaigns and a total of 20,000 postcards for a national sponsored campaign.

Send your proposal in as soon as possible as print runs can be booked up to six months in advance. However it may be possible to produce the cards earlier if you have funds to contribute towards the cost of the campaign.

Address the Following in Sponsorship Application

- ★ Who is the group organising this campaign?
- ★ When would you like the postcard distributed?
- ★ Which states/capital cities?
- ★ Why is there a need to create awareness of your project/issue?
- ★ How is it relevant to the community?
- ★ What will your artwork look like?
- ★ What other promotional avenues will be used?
- ★ How will you acknowledge the support of Avant Card?
- ★ How will you determine the success of the postcard campaign?

Avant Card will send you an evaluation questionnaire at the completion of the campaign, and will require that it is completed and sent back to us.

Important

Final approval is pending acceptance of the artwork imagery, which must strictly adhere to our design guidelines and artwork specifications that is available. Artwork must be received one week ahead of the scheduled artwork deadline in order for final approval by Avant Card. All applicants must include a mock up or a description of the proposed artwork, including an indication of the text and/or message on the back of the card.

Artwork must be supplied as a postcard allowing for the stamp box and address lines. Refer to the “PDF” page on our website for the following files:

ArtworkSpecs_AvantCard.pdf
SuccessfulPostcardCreative.pdf

Please send your sponsorship proposal and enquiries to avantcard@avantcard.com.au



the
best
things
in life
are
free



we support the
community

www.avantcard.com.au

ABN 81 003 037 143