



Application Guidelines

Organisations that Avant Card sponsor include: community, environmental, health, festivals, concerts and events (artists come under a separate project - refer to our website).

We offer full sponsorship for one card per print run. Postcards are printed within our print runs every two weeks & 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.

Please address each of the following topics in your sponsorship proposal:

- 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 & 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. Artwork must be received one week ahead of the scheduled artwork deadline in order for final approval by Avant Card. It is important that you refer to the "8 Golden Rules" on our website. 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.

Please send your sponsorship proposal and enquiries to:

avantcard@avantcard.com.au