



purposeful profitable partnerships

Step 1 Brief  
Read First  
29 November 2016

## Leading FMCG brand Seeking partner

Cavill + Co, a company specialising in building purposeful, profitable partnerships between companies and charities, is working with the wonderful people at Carman's (muesli) to help them find a cause partner. Carman's are all about creating delight every day by providing delicious breakfast cereals and snacks made from real ingredients.

Our client is seeking a **Flagship long term (min 3 years) partnership** with a not for profit.

**In order for you to apply, your organisation must meet the following essential criteria:**

1. You must be an Australian registered charity or non-profit organisation
2. You must be delivering tangible outcomes in the area of developing skills for people to reach their full potential in life. It would be any age group or gender. It could be practical hands on support (such as micro loans) or guidance (such as mentoring). This must be core to your mission and purpose not an offshoot, indirect benefit or small program – e.g. it is what you are known for
3. You are working in either Australia or Asia-Pacific, or both

If this sounds like you, then please continue to read this document and then complete the Q&A, which must be submitted to us on or before **Friday 9 December midday (Eastern Standard Time)**.

Our client is seeking a flagship partnership and intends to invest both cash as well potential on-pack exposure (which has been independently valued at \$6m pa), social media campaigns, promotion by Founder Carolyn Cresswell at extensive speaking engagements, skilled volunteering (retail & marketing expertise especially) and mentoring. Please read the following instructions carefully.

**In addition to the above essential criteria, you must:**

- Be willing to be publicly aligned with the Carman's brand
- Demonstrate alignment with Being Real, Creating Delight, Being Creative
- Be able to evaluate & measure what you do, show credible, tangible, practical outcomes
- Be able to communicate what you do and why, clearly and simply



**The prospective NPO must NOT:**

- Be a government entity
- Currently receive more than 80% government funding
- Be overtly religious or political
- Have a publicly promoted partnership with a competitor of Carman's
- Be exclusively for the male gender

**Our client will not invest in:**

- Capital funds, building works or a fundraising campaign (educational campaign is acceptable)
- A sponsorship of a signature fundraising day or event

If your organisation would like to throw its hat into the ring for this first round of enquiry, please read the instructional documents at [our website](#), complete the Q&A and submit on or before **Friday 9 December midday (Eastern Standard Time)**. **Submissions after this date and time will not be considered.**

After reading this document ensure that you read 'Step 2 Instructions for submission' and 'Step 3 Tips for a Great Submission' on our website. We are unable to take any telephone calls, enquiries or emails in regards to this Brief, we are a small team on a mission and working to a tight deadline! We also request that you do not contact Carman's directly, they're busy making muesli!

**Cavill + Co credentials**

The Cavill + Co team have developed 43 partnerships worth \$35m in 21 years. If you wish to hear about corporate partnerships seeking NPOs in the future please email [mail@cavill.com.au](mailto:mail@cavill.com.au) with 'add me' in the subject header and you will notified of future opportunities (we have 2 in the new year!).

If you would like to become a really attractive partner to corporate prospects with a compelling offer then check out our upcoming [breakfast seminars](#), [free webinars](#) and robust [training](#).

**GOOD LUCK!**

Regards,



Hailey Cavill  
Fearless Leader