



Strong | Durable | Driveable

Thursday, 8 March 2018

Attention: The Principal at The Rural School in QLD

Re: Earn Dollars for my School with every New Farm Fence” Campaign

PROPOSAL

Earn Dollars for Your School with Every Fence Post Purchased Through the ACP Campaign.

OVERVIEW

Australian Concrete Posts is a small family owned business who supply rural and farming communities and families with long-lasting concrete fence posts.

WIN-WIN-WIN – KISS – Keeping it Simple

Let's keep this simple.

Will your school benefit from a cash donation?

Are your students mostly from rural families on the land?

Then we want to talk to you, because, our customers are from rural families on the land too!

We propose an offer to be advertised in your school newsletter, website and social media. For every sale generated from these promotions your school will be rewarded with a cash donation.

How much will your school get? The donation will be calculated this way - for every ACP concrete fence post bought from us by your school families, 25 cents per post will be donated back to your school. Consider this scenario. An average rural property requires about 1000 fence posts, a school of 20 farming families could bring in about \$5,000 to the school on this campaign.

HOW DOES THE SCHOOL GET THE CASH?

To claim this school cash, we will require a name and contact details of the school, its' principal, and student/family name. We will electronically transfer (EFT) the amount within 30 days of the order invoice being paid.***

OUR INVITATION

We invite you and your school fundraising committee to consider this opportunity. As a small company, our marketing dollars are limited and we prefer to work on a win-win scenario with our clients. Whilst raising funds for your school, it will also boost our marketing into the homes of our clients, instead of the coffers of the media and marketing corporate giants.

Turn over for more information >>>>>

Australian Concrete Posts Pty Ltd
ABN: 94 169 021 694

PO Box 94
ALSTONVILLE 2477 NSW

Phone: 02 6682 8614
Email: info@ConcretePosts.com.au

Web: www.concreteposts.com.au



→ **Strong | Durable | Driveable**

HOW WILL IT LOOK

Attached is some ideas and draft graphics and copywriting that we will produce for distribution and promotion of the campaign in your newsletter and school communications. We have our own inhouse graphic designer who can tailor make the graphics to suit your school colours and events.



We hope you will consider this proposal, or if you have any other suggestions how to improve this campaign for your school, please talk to us.

If you require any additional information and would like to proceed please contact us at our head office. We look forward to hearing back from you about this exciting opportunity.

Warm regards
Suzi Mould
Communications and Marketing
Email: suzi@concreteposts.com.au

Sent on behalf of...
Richard Mould and Alan Theron,
Directors of Australian Concrete Posts Pty Ltd

Contact our office on telephone: **02 6682 8614**

***Conditions: This campaign is limited to orders placed and paid for in full between Mar 01 2018 and 31 Dec 2018..

www.concreteposts.com.au ←