

Third Party Marketing Application Form

Montessori Schools and Centres Australia ("MSCA") permits named third party organisations ("third parties") to market or promote their activities, services and products within the MSCA community from time to time. A third party wishing to make an application to promote its activities, services or products should read the MSCA Third Party Marketing Policy and then complete this form. No third party may engage in marketing or promotional activity through MSCA unless a Third Party Marketing Application is completed by the third party and approved by the MSCA Board. Once an application is approved, specific terms and fees related to the individual promotion will be included in a Marketing Agreement, which both parties will sign.

1. THIRD PARTY ORGANISATION DETAILS

a) Organisation Name:

b) Full name of nominated person acting on behalf of the third party:

c) Organisation Address:

d) Phone Number:

e) Email:

If applicable:

f) ABN:

g) ACNC Registration Status:

h) DGR Status:

2. CONNECTION TO MSCA

a) Membership Status:

MSCA Member

Board or Staff Member

Non-member

b) Please outline how your organisation is connected to MSCA:

Sample wording: "The owner of this business is [name] who is a Montessori materials distributor" or "Montessori Sports is a community facility which MSCA uses on a frequent and regular basis".

3. DECLARATION

I do solemnly and sincerely declare and affirm as follows:

1. I have read the MSCA Third Party Marketing Policy;
2. The third party organisation I represent promotes/holds values which are aligned to MSCA's values;
3. I will not act in a way that is contrary to these values or the principles of the Policy.

Name:

Signed:

Date:

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4. PROMOTION DETAILS

a) Are you promoting:

- An activity A service A product Other (eg. survey, research)

b) Please provide a summary description of the proposed activity, service and/or products being promoted.

Sample wording: "Montessori Materials Australia would like to promote our products and services in the December issue of MSCA's newsletter, as well as on their social media platforms".

Note: the description should be detailed enough to enable the board to make a decision; further information may be required following approval.

c) In the case of an activity, service or product is it proposed to charge for all or any part of the activity, service or product? If so, please provide details and costs.

Sample wording: "Montessori Materials Australia will be promoting our products which are clearly priced on our website" OR "We would like to offer MSCA members a 10% discount on products, using a discount code"

d) To whom does the third party plan to market the activity, service or product?

- Schools Centres Educators Parents Other
(eg. the general public)

e) How and where does the third party hope to market the activity, service or product?

(eg. flyer in a newsletter, post on social media or website, event sponsorship, introductory activity/workshop)

f) Please state the reasons for the proposed activity, service or product:

eg. draws the Montessori community together in a shared activity; professional development opportunity for Montessori educators and leaders; discounted materials for classrooms, etc.

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5. BRANDING / BENEFITS

a) Will the promotion use the MSCA logo and/or branding?

No, we intend to use our own branding. **Go to 5b.** Yes

If yes, please summarise the proposal:

Sample wording: "Yes, it is proposed that the flyer will use the MSCA logo and colour palette".

b) If you are using your own branding, would you be willing to include MSCA's logo or a link to our website?

Yes No Other

Use this space to provide further details:

c) Is it proposed that MSCA will benefit financially (or in-kind) from this promotion?

Yes No Other

If yes, please summarise the proposal:

Sample wording: "[The organisation] will offer MSCA a sales commission of [X]%".

6. SIGNED

Signed and dated by the nominated contact person acting on behalf of and with the authority of the third party:

Name:

Signature:

Date:

OFFICE USE ONLY

Application Approved: Yes No

Approval Number:

Signed and dated by the Communications and Marketing Committee Chair, on behalf of the MSCA Board:

Name:

Signature:

Date: