

Confidential

4th December 2012

Ms Rebekah Scotney
Clinical Studies Centre
School of Veterinary Science
The University of Queensland
GATTON QLD 4343

**Sponsorship Agreement
University of Queensland Gatton**

Mars Petcare have been proud to assist the University for many years at the St Lucia Campus via in hospital feeding of our ADVANCE brand. We have supported the Gatton campus with complimentary ADVANCE food for the adoption animals for over 18 months, and were proud to assist with feeding rescue animals during the 2011 floods.

To formalise and develop the partnership between Mars Petcare and the University of Queensland, following is the detail for the support package offered by Mars Petcare and commitments by both parties. This agreement covers in total the basis of co-operation between Mars Petcare and the University of Queensland.

1. **Adoption Animal Feeding**
2. **Educational Program**
3. **Student/Staff Purchase Program**
4. **Promotional Support**

1. ADOPTION ANIMAL FEEDING

- Mars Petcare will supply free of charge ADVANCE® product to feed adoption animals at the University of Queensland Clinical Studies Department.
- This pet food will constitute feeding for 30 dogs, 25 cats, 10 kittens and has an annual RRP Value of over \$16,500.
- The University will remain part of the ADVANCE Cat Adoption Program and receive free kitten packs, signage and merchandise to support adoptions.
- The Clinical Studies department will be provided with a purpose-built display condominium for adoption kittens.

2. EDUCATIONAL PROGRAM

Mars Petcare will deliver:

- Nutrition Lectures to the Vet School as required
- At least one Continuing Education Workshop per year for Post Graduates, Students and Staff
- Tutorial for 5th Year Students
- Ongoing technical training for Clinical Studies staff as required

3. STUDENT/STAFF PURCHASE PROGRAM

- Mars Petcare will facilitate a purchase program for ADVANCE food through the Clinical Studies Department to assist in adoption funding and to introduce students and staff to the ADVANCE brand.
- An ADVANCE stand and point of sale material will be provided free of charge.
- Signage as mutually agreed will be provided to advertise the purchase program.
- Students and Staff will have access to a loyalty program – Buy 10 Get One Free.

4. PROMOTIONAL SUPPORT

Mars Petcare will provide:

- 50 Scrub Tops per year in sizes required.
- Ongoing editorials for campus newsletters.
- ADVANCE Technical Manuals as required
- Support for the Campus Open Day including a stand and prizes

UNIVERSITY OF QUEENSLAND COMMITMENT

In return for this investment by Mars Petcare, The University of Queensland Clinical Studies Department will agree to.

- Maintain adequate ADVANCE stock levels in reception and ensure stock sold is replenished.
- Recommend ADVANCE for all adopted animals (with exclusion of those requiring a prescription diet)
- Afford wall space in the reception area for a sign stating that adoption animals are fed ADVANCE.
- Provide a tent space free of charge at the Campus Open Day each year
- Provide newsletter space for the promotion of the student/staff feeding program
- Wear and provide for use by Students and Staff Advance Scrub Tops
- Communicate with Mars Petcare on feeding food stock levels to ensure 2 weeks lead time when food is required.

This agreement will be valid from: 1st January 2013 and will be reviewed on an annual basis.

NON-LEGALLY BINDING

The arrangement the subject of this letter is not intended to be a legally binding arrangement and this letter is not intended to give rise to legal rights or obligations. The letter contains an expression of current intention only which either party is, at its discretion, entitled to withdraw from with a minimum of 3 months written notice.

UNIVERSITY OF QUEENSLAND

Glen Coleman
(Head of School of Veterinary Science)

Date: ____/____/____

MARS PETCARE
Excluded personal information

Kaye McGhie
(Area Sales Manager)

Date: ____/____/____

RTI RELEASE

M