

# Sponsorship guidelines



These Bendigo and Adelaide Bank sponsorship guidelines have been designed to provide sponsorship applicants with the information they need and also to make our requirements clear.

Within this document you will find important information on the following:

- **Sponsorship guidelines**
- **Core brand values**
- **Group objectives**
- **Proposal criteria**
- **Process for consideration**

## Sponsorship guidelines

When developing the sponsorship guidelines we worked in response to what was important to Australian communities and our Group's national objectives.

The proposed framework aims to address these areas in order to enhance communities in which we serve. Although we are not restricted to just these areas, it provides a guide for future sponsorship investment.

- **Environmental sustainability**
- **Youth and community programs**
- **Health and well-being**

Each of these issues is common to virtually all 500 communities in which we operate. Bendigo and Adelaide Bank can play its role in continuing to supporting these areas.

Our emphasis is to ensure our support benefits as many people as possible so we support events and activities that benefit the wider community, rather than individuals.

Equally we also need to be willing to make some difficult decisions. Therefore we will not consider proposals that fall under the following categories.

- **Support political or religious organisations**
- **Denigrate, exclude or offend minority groups**
- **Encourage violence**
- **Mistreat or harm animals**
- **Create environmental hazards**
- **Present a danger to public health or safety**
- **Take place outside of Australia**

A number of these items clearly have the potential to harm our brand. Therefore we shouldn't engage in these areas that contradict who we are and what we stand for as an organisation.

Some other requirements that should also be considered on a case by case basis include:

- We require sponsorship exclusivity in the category of banking and financial services
- We generally need a minimum of six months lead time
- Logo exposure is considered a bonus, but is not the primary goal of sponsorship
- We prefer to invest in sponsorships that carry out audience research during and/or after the event, including sponsor questions, and providing results to the sponsor

## Core Brand Values

To assist you in understanding our positioning, here is an overview of our core brand values:

### Teamwork

We are one team with one vision. We work together, encourage diversity and respect the unique contribution of each individual.

### Integrity

We build a culture of trust. We are open, honest and fair.

### Performance

We strive for sustainable success. We seek and provide feedback and find a better way.

### Engagement

We listen, understand - then deliver. We build our success through the success of others.

### Leadership

We all lead by example. We show initiative, are accountable and empower others.

### Passion

We believe in what we do and are proud of our Bank.

## What Sponsorships must provide

The following is an outline of our Group priorities.

Sponsorship proposals must demonstrate *at least six* of the following.

- A natural link with our core brand values
- Mechanisms to add-value to our target markets
- High level of community involvement
- Integration and networking opportunities across the Group
  - Retail branch network
  - Wealth and Partner Advised
  - Business unit departments
- Connection opportunities for our partners – **Community Bank**® branches, Lead On, Generation Green, Community Telco, Connected Communities, etc.
- Measureable benefits for our customers, staff and shareholders
- Provision of content for website
- Access to existing databases and generation of new database activities
- Product placement (using our product in a meaningful way as part of the event)
- Provide opportunity for key customer hospitality (“money can’t buy” activities)
- Provide promotional main media time/space (logo exposure does not count)
- Access to athletes and other appropriate celebrities

## Lead Time

A minimum of six months lead-time is required prior to the event or commencement date of the agreement. Proposals received with a shorter lead-time will need further consideration.

## Submission Process

Proposals can be completed using our online application form which is available on the websites.

Proposals should include:

- Contact information
- Event/sponsorship location
- General information
- Target audience profiles
- Community and stakeholder benefits
- Marketing plans
- Values alignment
- Human resources - timelines, including important deadlines
- Financials
- Measurement and evaluation methods

Our preferred method of application is via our online application form, however, if your event has a “local” focus, please feel free to drop in to your local branch.

## Assessment Process

Your application will be sent to the most relevant contact, depending on the level and reach of your sponsorship proposal.

**National** > Sponsorship Manager

**State** > Sales & Distribution Manager

**Regional** > Regional Manager or  
Customer & Community Manager

**Local** > Branch Manager

The process for consideration includes:

- All proposals are reviewed by the Manager in charge of where your event/sponsorship is based
- Recommended proposals are presented to their Sponsorship Committee/Team for approval
- Sponsee is notified of the disposition of the proposal

## Response Time

Due to the large numbers of enquiries we receive please allow 4-6 weeks for us to respond to you. We kindly ask for your patience during this time.