



# Community Partnerships & Sponsorships Guidelines

With more than 900,000 members, HBF is Western Australia's largest membership organisation. For more than 65 years, we have been leading the way in improving the health and wellbeing of everyone in the West Australian community. Our focus on providing a high quality and caring service to members has made HBF one of WA's most highly regarded organisations.

Preference will be given to project that have a strong and obvious link to our key areas of focus and influence lifestyle behavioural changes to encourage a healthier community.

## Key areas of focus

Our initiatives *primarily* seek to address recognised chronic health conditions, which impact a large portion of the Western Australian community including:

Heart	Arthritis/osteoporosis
Cancer	Asthma
Mental Health	Diabetes

Equally, our initiatives will seek to influence the recognised lifestyle behaviours that influence a person's health and contribute to the prevalence of these chronic health conditions, being:

Diet	Physical activity
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## Our objectives

To further enhance and contribute to a healthier community, HBF's Community Health program aims to encourage West Australians to adopt healthy lifestyle practices.

## We encourage applications that

- Have maximum impact/exposure to a large proportion of the WA community, particularly areas where HBF members are located
- Offer partnerships with a long term association
- Have the potential to include an additional benefit for HBF members
- Have an associated media partner such as print, tv and/or radio media partner
- Offer naming rights
- Provide health insurance exclusivity
- Are able to provide specific and measurable objectives

## We are unlikely to support

- Projects that cannot demonstrate a direct relevance to our areas of focus
- Organisations or activities not based in Western Australia
- Projects without specific objectives, activities or measurable outcomes
- Arts or entertainment activities that are not integrated with or essential to our areas of focus
- Projects or activities that are considered hazardous, linked with a negative health image, illegal or unsafe to the community in any way
- Gambling
- Community fund-raising events such as fetes and quiz nights
- Donations (cash, promotional or in-kind) to groups or individuals
- Individual requests for travel, study or sporting commitments



## **Proposal requirements**

- Name and position of contact person
- An overview of your organisation
- Aims and desired outcomes of proposed project
- History of proposed project (if applicable)
- A clear link to HBF's key areas of focus
- A comprehensive list of benefits to HBF
- Opportunity for HBF members and employees to receive a benefit/discount
- Detailed budget of how funds will be spent
- How the success of the project will be measured and reported
- Overview of the marketing plan, including media coverage, advertising, PR activity and event promotion
- Timeframe, including start and end dates and important deadlines
- Opportunities for HBF employee involvement
- A list of current sponsors, partners and associated organisations
- Defined target group
- Expected number of participants
- Cost (if applicable) to participants
- Sponsorship cash and in-kind details including due dates

## **Submission of applications**

Applications must be submitted at least 12 weeks prior to event/program date. Applicants will be advised of the outcome of their proposal within six weeks of their application being received.

Applications should be forwarded to:

Amy Badock  
Partnerships and Marketing Consultant  
HBF  
GPO Box C101  
Perth WA 6809

Or email [Amy.Badock@hbf.com.au](mailto:Amy.Badock@hbf.com.au)