



HBF Sponsorship Guidelines

Our objective

HBF seek to support initiatives that deliver improved health and wellbeing outcomes by encouraging West Australian's to adopt healthy lifestyle practices.

Areas of focus

We are specifically focussed on forming partnerships with organisations involved in the following areas:

- Initiatives encouraging physical activity and directly impacting a large proportion of the WA community
- Activities that address recognised chronic health conditions which impact a significant portion of the WA community
- Initiatives that influence the recognised lifestyle behaviours that impact a person's health.
- Nutrition based initiatives that provide opportunities for improved health

Further preference will be given to opportunities that:

- Have the potential to include additional benefits for HBF members
- Offer naming rights
- Provide health insurance exclusivity
- Are able to provide specific and measurable objectives
- Have an associated media partner such as print, TV and/or radio media partner

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
- Events or programs that are supported by, or provide prominent acknowledgment to alcohol companies or other organisations considered to be damaging to health.
- 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 or unsafe to the community in any way
- Gambling related events or activities
- 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

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

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:

Alex Weir
Sponsorship & Events Manager
HBF
GPO Box C101
Perth WA 6809

Or email alex.weir@hbf.com.au