

## **HBF Corporate Sponsorship Guidelines**

### **Our objective**

Our corporate sponsorships seek to deliver added value for HBF members and build positive perceptions of the brand, while delivering improved health outcomes in WA.

### **How our partnerships work**

HBF corporate sponsorships exist alongside our Community Engagement Program and focus on opportunities that provide HBF with commercial outcomes including opportunities to:

- provide added value or reward existing HBF members
- reach prospective HBF members in relevant target groups
- build brand awareness and engagement

### **Areas of focus**

We are 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
- 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
- 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 – these should be directed to HBF Community Grants
- 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 commencement 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](mailto:alex.weir@hbf.com.au)