

Medibank Private Sponsorships and Partnerships Background and Proposal Guidelines

As one of Australia's largest private health funds, covering over 3 million members, Medibank Private is committed to improving the health and wellbeing of all Australians. In order to do this, it is important that Medibank Private participates in sponsorships that encourage the community to be healthy and active.

Sponsorships are an important part of the way we do business. While providing brand awareness, they allow Medibank Private to get involved in the local community and support worthy causes. Medibank Private will only undertake a sponsorship if the sponsorship property reaches potential members or adds value to existing members and has a link with the health and wellbeing of the Australian community.

Seeking a Sponsorship from Medibank Private?

Due to the large number of sponsorship applications we receive each year, we have developed a simple guide to assist you in providing us with the information we need to evaluate each sponsorship or partnership proposal. This should help you identify whether your needs and the requirements of Medibank Private are aligned.

Sponsorship Filters

In order to ensure Medibank Private is involved in sponsorships that are aligned with the values and direction of our organisation, several filters have been put in place.

In order for a sponsorship to be considered it **must**:

- Not have any association with religion, politics, drugs, fast food, gambling, environmental hazards or any areas involved in past or potential scandals.
- Have a strong, logical connection with Medibank Private.
- Have a clear link with the health and wellbeing of the Australian community.
- Allow a sufficient amount of time to implement and leverage the sponsorship.
- Allow Medibank Private to have private health insurance exclusivity (where possible).

If a sponsorship request does not adhere to any of the above, it will not be considered by Medibank Private.

Essential Information to be Included in a Sponsorship Application

To enable a complete evaluation of your sponsorship application, we require the following information.

1. Sponsorship Property Overview

Provide details on:

- The size and history of the organisation

- Exposure of the sponsorship property, e.g. Will it be a national sponsorship or confined to a state or region? How many people will be exposed to the sponsorship?
- Target audience, key demographics and membership base (if applicable)

2. Contact Details

- Include the name, address and telephone number of the individual or organisation in whose name the application is made, including an ABN or ACN.
- Include details of a person who can be contacted if there are any queries regarding the proposed sponsorship.

3. Other Sponsors/Partners

- Detail any other sponsors who will be involved with the opportunity presented to Medibank Private.
- What alternative levels of sponsorship participation are available? (i.e. Are all sponsors at the same level or will various sponsorship levels be available?)

4. Timing

- Details of when the sponsorship is due to commence and finish.
- List any key activities or milestones associated with the event.
- Details of whether the sponsorship is a one-off event or whether it continues for a specific period of time.
- Details of key timings for leverage of the proposed sponsorship.

5. Marketing Strategy

- Details of how the property will be promoted/advertised.
- A detailed list of the channels and resources which will be used to promote the sponsorship property.
- Details of how Medibank Private will be able to leverage the proposed sponsorship.

6. Cost of Sponsorship

- Details on the cost of investing in the sponsorship and dates when payments would be due.

7. Sponsorship Properties Mission and Values

- Include details of proposed sponsorship property's Mission Statement, Vision and Values.
- Information on how the sponsorship property will influence the Medibank Private brand.

To ensure you include all information required the below checklist should help.
Please ensure you include all of the following:

<u>Medibank Private Sponsorship Request Checklist.</u>	✓ / x
Overview of sponsorship property, including size and geographic location	
Target Audience of the sponsorship property and number of people in the target audience	
Details of other companies/organisations involved in the sponsorship property	
Details on the timing of the sponsorship	
The marketing strategies which will be used to leverage the sponsorship	
Costs involved with the sponsorship	
Sponsorship property's Mission Statement, Vision and Values	
Information on how the sponsorship will positively influence the Medibank Private Brand	
Details of a person to contact regarding the sponsorship	

Please note the more detail you provide, the easier it will be for Medibank Private to assess the proposal.

Process for Consideration of Applications

Please send your proposal to sponsorship@medibank.com.au or mail it to:

The Sponsorship Manager
Medibank Private
GPO BOX 9999
MELBOURNE VIC 3001

All proposals will be reviewed by the Sponsorship Team to see if they are suitable.

You will be advised within 6 weeks whether Medibank Private will explore the proposal further.

If approved, you will be contacted and a Sponsorship Agreement will be executed by both parties.

Please note that Medibank Private may assess, accept or reject a proposal entirely at its discretion. Medibank Private may rely on the representations made in a proposal, and Medibank Private will not be responsible for any costs incurred by you in connection with submission of a sponsorship proposal.