

Sponsorship guidelines



These sponsorship guidelines aim to provide an overview of what UniSuper looks for when assessing sponsorship applications. It covers UniSuper's requirements for small scale events and programs through to larger sponsorship applications.

UniSuper views its sponsorships as a long-term investment in its commitment to its current and future membership. Only sponsorship proposals that are consistent with UniSuper's current corporate strategy, core values, brand guidelines and sponsorship policy will be considered.

Benefit to UniSuper and members

UniSuper has two main sponsorship objectives:

1. To build its reputation within the higher education and research sector in a way that is anticipated to directly benefit members, and
2. To serve the needs of the UniSuper membership.

Therefore, in assessing a sponsorship application, both the benefits available to UniSuper and the direct link between those benefits and members' interests will be considered.

These benefits may include, but are not limited to:

- Increased exposure of UniSuper services and activities.
- Opportunity to build on a relationship to achieve UniSuper's strategic goals or objectives.
- Opportunity to increase awareness of a UniSuper research outcome.
- Invitations to attend events or functions to promote UniSuper involvement.
- Endorsement of UniSuper products or services and staff involvement.

There must be a direct link between the benefit to UniSuper and the interest of UniSuper's members in order for any sponsorship application to be considered.

Forms of sponsorship support

Through its sponsorship program, UniSuper is looking to support a relevant and balanced mix of activities that benefit both the interests of UniSuper members and the needs of the business.

UniSuper's sponsorship of an event or activity may be in the form of in-kind support, financial support, or a combination of both. In-kind support may consist of:

- Access to facilities – meeting or training rooms, printing or photocopying
- Supply of UniSuper merchandise – pens, bags, banners, etc.
- UniSuper expertise – this may be in the form of design studio assistance, conference speakers, research data, data analytics or administrative expertise.

What UniSuper looks for in sponsorship arrangements

Any sponsorship agreement UniSuper enters into must offer a benefit to both the organisation and members. UniSuper places high value on a sponsorship that offers:

- Alignment with the interests of members.
- Involvement or participation in professional development conferences and events.
- Coverage by print and/or electronic media.
- An opportunity for a measurable response.

What UniSuper will not sponsor

Initiatives that will not be supported include:

- Proposals that do not reflect UniSuper's core values.
- Activities tied closely to federal and state political parties or religions.
- Programs that can reasonably be judged as offending or denigrating minority community groups.
- Activities that promote smoking or gambling.
- Proposals that do not benefit the interests of members.
- Any activity where the amount spent exceeds the value of the benefit to be obtained by UniSuper or its members.
- Proposals that cannot be linked to UniSuper's corporate or strategic objectives.

Branding of Sponsored Programs

The use of UniSuper's name, logo, trademarks or brand assets is governed by the UniSuper Brand Guidelines and must be approved by UniSuper before being used.

SPONSORSHIP PROPOSAL REQUIREMENTS

In order to help prepare your proposal for consideration, you are encouraged to follow this simple two-step process.

1. Ensure your activity fits our guidelines.
2. Complete the attached sponsorship application form and forward it to:
 - Manager, Media and Brand
Level 1
385 Bourke St
Melbourne VIC 3000
 - unisupermedia@unisuper.com.au

All sponsorship applications will be assessed in accordance with UniSuper's sponsorship policy.

Issued by: UniSuper Management Pty Ltd ABN 91 006 961 799, AFSL No. 235907 on behalf of UniSuper Limited the trustee of UniSuper, Level 1, 385 Bourke Street, Melbourne Vic 3000.

Fund: UniSuper, ABN 91 385 943 850

Trustee: UniSuper Limited, ABN 54 006 027 121, AFSL No. 492806

Date: April 2018 UNISF00047 0418

SECTION 2 — continued

What is the proposed sponsorship amount?

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Who is your target audience?

How many people do you expect to attract?

What geographical regions will the sponsorship impact?

What are the start/end dates of this sponsorship?

Start (DDMMYYYY) End (DDMMYYYY)

Has UniSuper sponsored your event before?

> No
 > Yes When?

How many times?

SECTION 3 — Benefits of sponsorship

How will this organisation or event be promoted?

What media exposure do you expect (if any)?

Will there be other sponsors?

> No
 > Yes

Who are your current and previous sponsors?

SECTION 4 — Alignment with UniSuper’s goals and values

Please refer to the Sponsorship guidelines for further information on these questions

Are you associated with the higher education or research sector?

> No Go to Section 5
 > Yes What is your relationship with the higher education and research sector?

Please describe in your own words how your sponsorship request directly benefits UniSuper’s members as stated in UniSuper’s Sponsorship guidelines

SECTION 5 — Other information

Is there any other information that you would like to add?



RETURN YOUR FORM TO:

Manager, Media & Brand
UniSuper
Level 1, 385 Bourke Street
Melbourne Vic 3000

unisupermedia@unisuper.com.au