

# Community Partnership & Sponsorship Guidelines

As a leader in the general insurance industry we believe that we have a responsibility to the communities around us. We have a long and proud history of supporting a range of community programs, organisations and activities. Our community strategy primarily focuses on reducing risk which helps make our communities safer and more secure.

SGIO partners with organisations and projects that reflect our desire to help in our community and will help illustrate our commitment to reducing risk in the areas of safety and the environment. We focus on four key areas:

## Crime Prevention

- Increase local community safety and security
- Reduce opportunities for crime
- Early intervention to reduce the causes of crime

## Road Safety

- Seek to change behaviours on the road and reduce the likelihood and severity of road incidents
- Increase awareness of road safety

## Emergency Readiness and Response

- Reduce the effect an accident or disaster has on individuals and their assets
- Create awareness about the importance of preparation and response in and around the home
- Reduce the incidence of damage to property and/or people during storms, fires or other hazardous situations

## Environment

- Raise awareness and promote actions to combat climate change
- Minimise human induced climate change, particularly greenhouse gas emissions

To ensure that our sponsorships derive the maximum benefit for both SGIO and the community, key criteria have been developed to evaluate all sponsorship activities. Any organisation considering approaching SGIO for sponsorship, should evaluate their proposal against the key criteria listed below.

## Organisations We Partner With

We seek to partner with organisations that make our communities safer and that help reduce risk. Shared goals and values are important, along with alignment in the reputation and culture of potential partner organisations.

We are more interested in partnerships that incorporate collaboration, capacity building, and measurable outcomes as opposed to ad-hoc requests.

## Our Business

SGIO offers high quality insurance products direct to the West Australian public – those in both metropolitan and regional areas.

Our products include home, motor, motorcycle, caravan, trailer, boat, landlords, business, and travel insurance. Sponsorships we engage in may be state, or locally based.

National sponsorships are also possible as SGIO is part of Insurance Australia Group (IAG), one of the largest general insurance groups in Australasia. Our brand names do differ between each state so a national sponsorship needs the ability to be modified to reflect the brand change across borders.

IAG's Australian direct brands include NRMA Insurance, SGIC and SGIO. Sponsorships must support SGIO's risk reduction strategy and business focus.

## Competitors

Preference will be given to proposals where SGIO is the sole sponsor of the program, or where SGIO is the only sponsor from the insurance and financial services sector.

## Acknowledgement

While logo exposure is valued, it is not considered the primary reason for undertaking a partnership.

We value new and unique programs by organisations with a genuine interest in reducing risk to people and their assets, and improving the safety and security of people in the wider community.

The ability to measure the outcomes of the program is important, along with public acknowledgement of our support of the organisation and/or program.

## Value

The sponsorship must represent value for money in comparison to similar investments across the sponsorship marketplace.

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## Measurement and Reporting

It is important that organisations are able to measure (or assist SGIO to measure) the effectiveness of the sponsorship.

## Employee Involvement

SGIO encourages employee engagement in the community, and would value sponsorship opportunities that allow for SGIO employee participation.

## Resources

The organisation needs to have sufficient expertise and personnel to effectively implement and market the proposed sponsorship and help SGIO achieve its key objectives.

## Proposal Inclusions

All sponsorship proposals must include the following:

- An overview or profile of your organisation eg a recent Annual Report
- The scope and coverage of the activity ie national, state or local
- The aims and desired outcomes of the proposed sponsorship
- A clear link to SGIO's business and risk reduction strategy
- A comprehensive list of benefits to SGIO
- Detailed budget of how funds will be spent
- How the success of the sponsorship will be measured and reported
- An overview of the marketing plan, including media coverage, advertising, and PR activity and event promotions
- The sponsorship timeframe, including start & end dates, and important deadlines
- Opportunities for SGIO employee involvement
- A list of current sponsors, partners, and associated organisations

## We will not Sponsor

- Indirect fundraising (eg an individual or organisation raising money for another organisation)
- Programs that denigrate, exclude or offend minority groups
- Political organisations or charities with a political purpose
- Religious organisations for religious activities
- International organisations for activities held overseas
- Programs that may present a hazard to the community
- The promotion of alcohol, tobacco, dangerous driving, gambling, activities with a negative impact on the environment or, illegal activities

## Submission of Applications

Enquiries can be made by contacting either;

**Email:** [community&sponsorship@iag.com.au](mailto:community&sponsorship@iag.com.au), or

**Phone:** Community Information line, 1300 306 496

All sponsorship applications should be submitted via email

## Assessment of Applications

Organisations will be advised the outcome of their proposal by email or post within one month of submission.

For more information:

Please visit

**[sgio.com.au/community](http://sgio.com.au/community)**

or phone

**1300 306 496**

