

# Burswood Entertainment Complex

## Sponsorship Guidelines – Commercial and Community

### 1. AIM OF SPONSORSHIP

Burswood Entertainment Complex's (Burswood) sponsorship activities, both commercial and community, aim to build upon our positive corporate reputation within the communities in which we operate, engage in a mutually rewarding association with our major stakeholders and deliver against commercial objectives.

*Selection of Sponsorships will be at Burswood's absolute discretion and we reserve the right to refuse any Commercial or Community Sponsorship application.*

### 2. IS YOUR REQUEST FOR COMMERCIAL OR COMMUNITY SPONSORSHIP?

Burswood approaches Commercial and Community sponsorships slightly differently. For this reason, it is important to be clear on the respective definitions, so you can ensure that you complete the correct application form.

#### What is a Commercial Sponsorship?

A Commercial Sponsorship is an agreement to exchange cash or contra (in-kind) with leveragable benefits from a licensed rights holder (company, venue or event). Commercial Sponsorships do not deal with not-for-profit or charitable organisations (see Community Sponsorship).

Leveragable benefits typically include:

- Media exposure
- Signage and advertising
- Tickets / hospitality
- Brand exposure opportunities
- Access to athletes and other celebrities
- Access to databases (subject to Privacy Act requirements)
- Naming rights to events or high profile sub-events

Burswood prefers Commercial Sponsorships to be contra (in-kind) in nature. There are two main contra sponsorships that Burswood support:

#### 1. Food and Beverage

Goods or services are exchanged in return for an agreed set amount, or discount, to put towards your function at one of Burswood's venues.

#### 2. Hotel Accommodation

Goods or services are exchanged in return for Hotel Accommodation in either Holiday Inn Burswood or InterContinental Perth Burswood.

#### What is a Community Sponsorship?

Burswood strives to make a meaningful and positive impact on the Western Australian community. Community Sponsorships are made available to assist worthy organisations and charity groups that help strengthen and support the community in which we exist.

A Community Sponsorship is an agreement with Burswood to provide support to a community group or registered charity, in the form of cash or contra (in-kind). In exchange, Burswood receives

acknowledgement from the association and/or leveragable benefits that reflect our support as a positive contributor to the community.

Benefits are not limited to, but can include:

- An opportunity for Burswood to make a meaningful and valuable contribution to the community
- Benefits to key Burswood stakeholders including employees, shareholders, local communities and consumers
- Staff engagement opportunities
- An opportunity for Burswood to establish a mutually beneficial relationship with a worthwhile community group

### **3. ASSESSMENT CRITERIA**

Burswood receives many requests each day for donations and sponsorship support and each request is carefully assessed on a case-by-case basis to determine whether it meets Burswood's sponsorship criteria.

While Burswood will review and respond to all external requests for sponsorship, the emphasis will be on creating or pursuing activities that most strongly align with either our community or commercial portfolios.

Burswood is unable to proceed with requests for support that do not meet these objectives and, in addition, budgetary constraints can also limit the number of opportunities that can be undertaken.

All sponsorship applications are evaluated according to the criteria set out below which you should respond to in your proposal. It takes approximately six weeks to assess applications and a response will be sent to you once your proposal has been evaluated.

**All requests, both commercial and community, must meet with the following criteria:**

- Provide adequate lead-time for Burswood to maximise its investment. This requires a minimum of 12 weeks lead time for sponsorship requests valued at under \$5,000 and 6 months for those over \$10,000. We also recommend, if possible, sending through requests during our business planning time which is October through to December each year. This gives us the best opportunity to consider new partnerships and budget accordingly for the next financial year.
- Detail the level of exclusivity from a venue perspective. A sponsorship proposal that delivers total venue exclusivity to Burswood will be considered more favourably.
- Outline a defined sponsorship plan with key accountabilities, objectives, performance indicators and measures, resourcing, execution and timings.
- Be consistent with Burswood's corporate and commercial brand strategies (see box below).
- Other relevant criteria that Burswood deems relevant to consider.

## BURSWOOD ENTERTAINMENT COMPLEX – Brand Strategy

Brand Essence: <i>(What is at the heart of the brand)</i>	Pure Enjoyment
Brand Mission: <i>(What do we believe in above everything else)</i>	We help people have a great time
Brand Personality: <i>(How do we want to sound)</i>	Fresh, Vibrant, Confident, Fun
Brand Values: <i>(What we believe in and are guided by)</i>	We are friendly We have a polished delivery We do the right thing We aim higher We are one team
Our Vision:	To create a world-class entertainment precinct
Objectives:	<ol style="list-style-type: none"><li>1. Make the Burswood Brand synonymous with entertainment</li><li>2. Be involved with the highest calibre initiatives &amp; events in Western Australia where relevant to our brand</li><li>3. Demonstrate our commitment to helping people have a great time</li><li>4. Develop long-term &amp; sustainable partnerships</li></ol>

### In addition to the general criteria, **COMMERCIAL** sponsorship requests will also be assessed for:

- The ability to align or fit with the Burswood Brand and/or sub brands
- The ability to provide brand exposure opportunities
- New and innovative ways of leveraging our involvement
- The majority of event activity occurring at Burswood
- The hospitality opportunities available through the sponsorship
- Willingness of the partner to proactively work with Burswood
- Access to databases (subject to privacy act requirements)
- Media exposure
- Access to athletes and other celebrities

### In addition to the general criteria, **COMMUNITY** sponsorship requests will also be assessed for:

- Support of Western Australians, through meeting a community need, based on sound research
- Delivery of benefits that are viable/sustainable over the long term
- Demonstrated set of shared values with Burswood
- Willingness to explore ways that the partnership can provide Burswood staff with employee involvement activities

**Burswood Entertainment Complex will not sponsor:**

1. Organisations or groups who discriminate based on race, gender, beliefs, class or cultural considerations
2. Individuals who are undertaking "fundraising" activities, this includes employees of Burswood. Examples of fundraising activities include fun runs or walks, sporting challenges, raffles or quiz nights
3. Schools (Primary and Secondary) or Community Sports Clubs "fundraising" activities
4. Sponsorships where the majority of the event activity is held at a venue in competition to any of Burswood's venues or facilities, or have sponsorship in other forms with our competitors
5. Sponsorships or funding specifically for overseas travel or projects providing benefit outside the State of Western Australia

**Privacy**

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## Sponsorship Process Overview

