

People's Choice Credit Union Sponsorship Guidelines

People's Choice Credit Union sponsors organisations, events and programs that reflect our brand values and provide opportunities to promote those brand values to existing and potential members in the areas where People's Choice Credit Union operates.

To ensure that People's Choice Credit Union' sponsorships support our brand values, as well as providing maximum benefit for both People's Choice Credit Union and the community, we have developed key criteria to evaluate sponsorship proposals.

If you are considering approaching People's Choice Credit Union for sponsorship, please ensure that your proposal meets the key criteria listed below.

Brand values

As a community focussed brand, People's Choice Credit Union believes in doing the right things for the right reasons. We put ourselves in the shoes of our members to deliver positive outcomes for the individual and the broader community.

Geography

People's Choice Credit Union's largest member base is in metropolitan Adelaide, with a presence in regional South Australia, Darwin, Melbourne, regional Victoria, ACT, Sydney and Perth.

Therefore, proposed programs must include activity in these centres.

High impact

Proposed programs, activities or organisations should have a prominent standing or significant reach within the community.

Quality resources

An organisation looking to partner with People's Choice Credit Union should have sufficient expertise and personnel to effectively implement the programs proposed and help People's Choice Credit Union achieve its key objectives

Employee involvement

People's Choice Credit Union uses sponsorship to motivate and reward its staff. Therefore, proposed sponsorships should help to meet this objective.

Measurement

It is essential that potential sponsorship partners can measure (or assist People's Choice Credit Union to measure) the effectiveness of the partnership through market research, customer engagement, direct sales etc.

Cost

Proposed sponsorship investments should represent value for money, given other comparable investments across the sponsorship marketplace

Timing

Please allow as much time as possible for us to consider your proposal. A minimum of six months lead time is a good guide for our planning purposes.

Exclusivity

People's Choice Credit Union must be the sole financial institution associated with the proposed sponsorship (it is mandatory that no competitor is associated).

Ongoing exposure

People's Choice Credit Union prefers to sponsor initiatives that provide ongoing, year-round benefits, rather than one-off events.

Benefits to People's Choice Credit Union

We will look favourably on the benefits listed below:

- Business opportunities - opportunities that deliver financial and associated business opportunities
- Naming rights
- Brand - opportunities that build an association between the sponsorship and People's Choice Credit Union' brand values
- Unique experiences - opportunities that provide highly appealing and memorable 'money can't buy experiences'
- Stakeholder relations - opportunities that create dialogue and enhance relationships with members and the community

- Staff - opportunities that provide benefits for staff
- Networking/hospitality - opportunities to interact with and engage business leaders or prospective new members
- Product showcase - opportunities to showcase our products and services
- Mass appeal - opportunities that appeal to the general public, media and other relevant consumers
- Intellectual property - opportunities that provide rights to use personalities, music, imagery, as well as communications activity that reaches and inspires our target audiences
- Product promotions - opportunities that have the capacity to deliver opportunities to create consumer or media

Key criteria

All sponsorship proposals must include the following:

- An overview or profile of your organisation
- The scope and coverage of the activity - national, state or local
- The level of sponsorship required - whether naming rights, supporting sponsor etc, as well as the dollar amount required (or details of in-kind support required)
- The aim/s and desired outcomes of the proposed sponsorship
- How the success of the sponsorship will be measured
- An overview of the marketing plan, including the media coverage advertising and PR activity and event promotions
- An overview of the benefits to People's Choice Credit Union
- Information on how often you will be able to use our name and logo (signage, printed material, website)
- The sponsorship timeframes, including start and end dates and deadlines
- Opportunities for staff involvement
- A list of current sponsors, partners and associated organisations

People's Choice Credit Union will not sponsor

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

Submission of application

All sponsorship applications should be submitted by email to:

sponsorship@peopleschoicecu.com.au

Website

peopleschoicecu.com.au/sponsorships

Assessment of applications

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