

## WAW Sponsorship Guidelines

The following sponsorship guidelines outline WAW's guiding principals, which we adhere to when considering new or renewing existing sponsorship opportunities.

WAW will only pursue sponsorship opportunities that clearly enhance the organisation by delivering:

- strong engagement opportunities, enabling WAW to connect with its communities, staff and customers in a meaningful and relevant way
- positive enhancement of the WAW brand by demonstrating core brand values
- clearly defined benefits to the community.

### **In addition, we seek to prioritise our sponsorship investments in:**

- communities where WAW has a branch or community presence
- interest groups that have a current banking relationship with WAW
- interest groups that are aligned to one of our key community pillars of:
  - health and wellbeing
  - arts and culture
  - environment and sustainability.

### **WAW does not sponsor individuals. We also will not sponsor interest groups that:**

- have an alignment to political or religious groups
- are activities that are a direct responsibility of / funded by government
- could be constructed as discriminatory
- promote or encourage gambling, smoking, alcohol or any substance abuse
- could be detrimental to public health and safety
- represent a conflict of interest for WAW.

### **In return for sponsorship, WAW expects those interest groups we support will:**

- not seek funding from other financial institutions
- correctly display WAW branding in all promotional material
- allow opportunity to display signage and/or promote our brand via advertising
- provide copies of promotional material where our brand is printed
- promote WAW in a positive manner
- allow WAW to promote its support of your group/event via our social and digital channels, with access to your event and/or staff if required.

For more information about WAW's sponsorship guidelines please contact [marketing@wawcu.com.au](mailto:marketing@wawcu.com.au) .