

NAB Group Sponsorship Guidelines

The following sponsorship guidelines outline NAB's guiding principles that must be adhered to at all times when renewing or considering new sponsorship opportunities. A number of mandatory elements and key considerations are also highlighted to assist you.

The NAB Group will only pursue sponsorship opportunities that clearly enhance the organisation by delivering the following outcomes:

- Deliver strong engagement opportunities, enabling the NAB Group to connect with its staff, customers and the community in a meaningful and relevant way that would not be possible without the sponsorship.
- Positively enhance the NAB brand and reputation by demonstrating core brand values - must deliver more than logo exposure in order to meet brand objectives.
- Provide commercial opportunities to drive business outcomes (i.e. lead generation, business referrals, and new customer acquisition opportunities).

Organisations/activities which will **not be considered for sponsorship** by the NAB Group include those that:

- May be construed as discriminatory
- Could be detrimental to public health or safety
- Promote or encourage smoking, alcohol or any substance abuse
- Promote gambling
- May present a reputation risk
- Support an individual that is not aligned to a wider business objective
- Have an alignment to political or religious groups
- Conflict with any NAB Group key flagship properties, including the AFL, AMF, FFA, Tennis Australia and the Corporate Responsibility partnerships
- Duplicate existing sponsorships or involve financial competitors
- Represent a donation; whereby NAB does not receive contracted benefits in exchange for the funds.

Mandatory Requirements

When entering into a sponsorship agreement, it is imperative that you:

- Can clearly demonstrate how the sponsorship aligns to your key business objectives.
- Obtain a list of the key contractual benefits and formalise these via a written agreement document signed by both parties

- Gain a clear understanding of the sponsored organisation/event to ensure due diligence is undertaken and you have adequately researched its background, values, purpose, operating methods and other supporters.
- Seek confirmation that we will be the only financial services company associated with the organisation/event/program.
- Measure the success of the sponsorship following key executions/events or upon completion of the agreement.

Key Considerations

The following questions will assist you when considering and evaluating sponsorship proposals:

- Is the activity a once-off or annual?
- Can NAB staff become involved, and if so, how?
- Are there opportunities to engage with our customers and/or the community? (i.e. via hospitality, entertainment, an event kiosk or activation, general involvement)
- Are there any commercial opportunities presented via this partnership?
- Does the sponsorship have relevance across multiple areas of the business? (i.e. Retail, Business, Wealth, etc)
- Which media partners have been confirmed and what is the expected media exposure?
- Will there be national exposure as a result of the activity?
- Does the organisation/event compliment our existing sponsor partnerships?
- What is the reach of the sponsorship - how many people see, attend or are involved?
- What is the maximum number of sponsors who could be involved and what are the levels/hierarchy?
- Has any research been undertaken to help define the target market and/or the acceptance of sponsors?
- Can we leverage the partnership across other companies within the National Group?
- What is the proposed cost of the proposal and any payment schedule?
- How will the sponsorship funds provided by NAB predominantly be utilised?
- How long has the organisation been in operation, what is its history and long-term goals?
- How will the organisation manage the partnership? Will there be an Account Manager who is answerable for results?