



Sponsorship Guidelines

The following sponsorship guidelines outline BankWAW's criteria when considering new or renewing sponsorship opportunities.

We sponsor activities and events of community clubs, groups and associations that benefit our brand and our communities by delivering:

- clearly defined benefits to the community
- positive enhancement of the BankWAW brand
- engagement opportunities, enabling BankWAW to connect with its communities, staff and customers in a meaningful and relevant way

We prioritise sponsorship of:

- communities where we have a service centre or community presence
- clubs and associations who have a current banking relationship with us
- clubs and associations who work within one of our key community pillars of:
 1. **health and wellbeing**
 2. **arts and culture**
 3. **environment and sustainability**

We do not sponsor individuals. We also do not sponsor events or activities that:

- are aligned to political or religious groups
- are a direct responsibility of and/or 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 BankWAW

In return for sponsorship, we expect you to:

- promote BankWAW in a positive manner
- correctly display BankWAW branding when promoting our brand in any marketing and communications
- not seek funding from other financial institutions
- share with us promotional materials in which BankWAW features
- allow us to publicise your materials and our support for your group, event or activity

For more information about our sponsorship guidelines please contact marketing@bankwaw.com.au.