

NRMA Insurance Sponsorship Proposal Guidelines

Thank you for considering NRMA Insurance as a potential partner. If you wish to submit a proposal for our consideration please review the following sponsorship types and develop your proposal based on the information and criteria as outlined in these guidelines.

Our Business

NRMA Insurance offers high quality insurance products in New South Wales, Queensland, Australian Capital Territory and Tasmania in both metropolitan and regional areas. Our products include home, motor, compulsory third party (CTP), motorcycle, caravan, trailer, boat, landlords, business, and travel insurance. NRMA Insurance engages in multi-state/territory, individual state/territory, and locally based sponsorships.

National sponsorships are also possible as NRMA Insurance is part of Insurance Australia Group (IAG), one of the largest general insurance groups in Australasia. Our brand names do differ between each state so a national sponsorship needs the ability to be able to be modified to reflect the brand change across borders. IAG's Australian direct brands include NRMA Insurance, SGIO and SGIC.

Sponsorship Types

Section 1: Commercial Sponsorships – If you are looking for commercial sponsorship relating to sport, entertainment, events or facilities that drive commercial outcomes please read the guidelines in section 1.

Section 2: Community Partnerships – If you are an organisation with a program on offer that reflects our desire to make safer communities in the areas of road safety, crime prevention, emergency readiness and response or the environment please refer to section 2.

Please note: we are not proactively seeking new community partnership opportunities at this time. You may, however, still apply if you wish to be considered in the future.

Common Criteria

Exclusivity – preference will be given to proposals where NRMA Insurance is the only sponsor from the insurance and financial services sector, or has category exclusivity.

Resources – the organisation needs to have sufficient expertise and personnel to effectively implement and market the proposed sponsorship and help NRMA Insurance achieve its key objectives.

Market value – the sponsorship must represent value for money in comparison to similar properties in the sponsorship marketplace.

Common goals and values – NRMA Insurance seeks to partner with organisations that have shared goals and aligned organisation values and culture.

Acknowledgement – while logo exposure is valued, it is not considered the primary reason for undertaking a sponsorship.

Measurement and Reporting – It is important that organisations are able to measure (or assist NRMA Insurance to measure) the effectiveness of the sponsorship.

Common Proposal Inclusions

To be considered, proposals must include general details outlined below, as well as, additional information as specified in Section 1 or 2 (depending on the nature of the proposal).

- Overview of your organisation
- A comprehensive list of benefits to NRMA Insurance
- Timeframe including start and end dates and important deadlines
- An overview of the marketing plan, including media coverage, advertising, PR activity and event promotions
- How the success of the sponsorship will be measured and reported
- Detailed budget of how the funds will be spent
- Current list of sponsors, partners, and associated organisations

Section 1 – Commercial Sponsorships

Sponsorship Criteria

In addition to the common criteria, sponsorships will also be assessed on their ability to satisfy the following:

- Property has large mass commercial appeal, is well established and holds a reputable reputation in the local market
- Property offers significant commercial leverage opportunities and benefits
- Opportunities for hospitality
- Willing to transfer insurance business to NRMA Insurance
- Allows database access, due to the nature of our products database the majority of database entrants should be 18 years+
- Provides NRMA Insurance with the opportunity to create a database for which we own rights and access
- Property is in genuine need of support from sponsors

Additional considerations to be included in commercial sponsorship proposals:

- Key details of the opportunity e.g. what, where, when and who is the target demographic
- Exactly what you require from our brand for the sponsorship, and the level of sponsorship sought
- Expected participation/attendance/TV audience estimate
- Credentials of your organisation

Section 2 – Community Partnerships

As a leader in the general insurance industry we believe that we have a responsibility to the communities around us. We have a long and proud history of supporting a range of community programs, organisations and activities. Our community strategy primarily focuses on reducing risk which helps make our communities safer and more secure. We focus on four key areas:

Crime Prevention

- Increase local community safety and security
- Reduce opportunities for crime
- Early intervention to reduce the causes of crime

Road Safety

- Seek to change behaviours on the road and reduce the likelihood and severity of road incidents
- Increase awareness of road safety

Emergency Readiness and Response

- Reduce the effect an accident or disaster has on individuals and their assets
- Create awareness about the importance of preparation and response in and around the home
- Reduce the incidence of damage to property and/or people during storms, fires or other hazardous situations

Environment

- Raise awareness and promote actions to combat climate change
- Minimise human induced climate change, particularly greenhouse gas emissions

Additional considerations to be included in community partnership proposals:

- The scope and coverage of the activity ie national, state or local
- The aims and desired outcomes of the proposed sponsorship
- A clear link to NRMA Insurance's business and risk reduction strategy
- Opportunities for NRMA Insurance employee involvement as we encourage employee engagement in the community and value sponsorship opportunities that enable NRMA Insurance employee participation.

Submission of Community Partnership Proposals

Enquiries can be made by either email: community&sustainability@iag.com.au or phone: **1300 306 496**.

All community partnership proposals should be submitted via email.

Submission of Commercial Sponsorship Proposals

Enquiries & proposals should be submitted to: commercialsponsorships@iag.com.au. Commercial sponsorship proposals should be submitted at least 6 months prior to event or activity being held.

