



A SMARTER CHOICE[®]
**Healthcare
Assist**

Community Involvement and Sponsorship Program



BACKGROUND

As Australia's most affordable health care provider (covering thousands of Australians like you) Healthcare Assist is committed to investing in the health and wellbeing of the Australian community; so we can all enjoy having the benefits of affordable health cover.

Our sponsorships and partnerships are an important part of the way we do business. They support and improve brand awareness and corporate reputation and allow Healthcare Assist to get involved in the local community and support worthy causes. We only undertake activities where there is an opportunity to reach potential members, to add value to existing members, and / or to improve the health and well being of the community.

Unfortunately due to limited resources, Healthcare Assist is not able to support all worthy causes that are presented to us. However, we do consider each sponsorship application fairly and evaluate it using the criteria outlined below.

Seeking a sponsorship or a community partnership?

Due to the large volume of sponsorship applications we receive each year, we have developed a simple guide to assist you in providing us with the information we need to evaluate each sponsorship or partnership proposal. This should also help you identify whether your needs and the requirements of Healthcare Assist are aligned.

General Points

- Depending on the nature of the sponsorship and the various elements included in the sponsorship we generally need up to 8 weeks lead time prior to implementing the sponsorship.
- Brand exposure and naming rights are considered important features of a sponsorship opportunity
- Sponsorships should have a natural link with a healthy lifestyle or wellbeing and focus on encouraging people to lead a healthy and active lifestyle or health related cause.
- The sponsorship should target Healthcare Assist's key demographics, which are young singles and couples (aged 18 to 35 years), young families (aged 30-49 years) and retirees (aged 60 to 80 years)
- Brand exclusivity will be favourably considered (i.e. opportunities where Healthcare Assist would be the only health cover provider associated with the event/activity/program)
- Partnerships should provide an opportunity for Healthcare Assist members and employees to be involved in events or activities associated with the Partnership.

Healthcare Assist Sponsorship Program

Healthcare Assist's sponsorship program aims to enhance Healthcare Assist's brand presence at a local, state and national level and supports its overall marketing strategy.

Healthcare Assist will consider sponsorship/partnerships that focus on health and well being at a local, state or national level. Healthcare Assist will also consider sponsorship/partnerships that supports local, state or national charitable activities, which align the Healthcare Assist brand with a charitable cause (e.g. Lost Dogs Home). Healthcare Assist will also consider individual personalities to endorse Healthcare Assist's brand, product, services or activities.

Healthcare Assist Community Involvement Program

In addition to sponsorship and partnerships, Healthcare Assist also has a Community Involvement Program, which actively engages Healthcare Assist employees with people in need in the broader community. The program encourages and supports employees to use their time, skills and resources working in partnership with others to positively impact on their local communities. At the same time community participation also enhances the culture of Healthcare Assist.

ESSENTIAL INFORMATION TO BE INCLUDED IN A SPONSORSHIP APPLICATION

To enable a complete evaluation of your sponsorship application, we require the following information.

1. Background Information/Overview

- Include details on the individual or organisation seeking the sponsorship. For organisations details such as size of organisation, history of the organisation, goals, key demographics, target audience, membership base, location, industry etc.
- Purpose, Mission and Values of the organisation
- Will the sponsorship have a national exposure or will exposure be confined to a specific area? If so please advise which area this will be in
- Will there be any opportunities for Healthcare Assist to leverage with any other existing sponsorships/partnerships
- For an individual a brief personal history is also helpful

2. Contact Details

- Include the name, address and telephone numbers of the individual or organisation in whose name the application is made, including any ABN/ACN and website/email address
- Include the details of a person who we can contact if there are any queries regarding sponsorship
- If the person managing the sponsorship is different from the contact person please also include their details.

3. Other Sponsors/Partners

- Detail any other sponsors who will be involved with the opportunity presented to Healthcare Assist
- What alternative levels of sponsorship participation are available (i.e. are all sponsors at the same level or will various sponsorships levels be available)
- Detail whether Healthcare Assist would be the only health care provider associated with the event/activity/program, and if not, which other health cover providers are to be associated

4. Timing

- Details of when the sponsorship is due to commence and finish
- List any key activities or milestones associated with the event/activity/program
- Please detail if it is a one-off event/activity/program or whether it continues for a specific period of time

5. Marketing Strategy

- Detail how your organisation intends to promote and advertise the event/activity/program
- Describe the demographics of the people your event/activity/program will be targeting
- Detail any media partners you have engaged to promote the event/activity/program

6. Sponsorship Cost or Investment

- Detail what the actual cost of investing in the sponsorship is, and when sponsorship payment is due.
- Are you seeking purely financial contributions, or do you require Healthcare Assist to provide 'in kind' support, such as coaching, expertise or prizes

7. Sponsorship Entitlements

- Include a full list of sponsorship entitlements and benefits
 - These entitlements may include
 - Naming rights or allocated signage space
 - Access to direct marketing database, or loyalty programs
 - Promotional material such as flyers and posters, or event advertising
 - Logo placement (where will the Healthcare Assist logo will appear on such things as clothes/uniforms, websites, flyers, member newsletter, vehicle, promotional itemised, banners, letterheads etc.)
 - Internet opportunities or product sales opportunities
 - Corporate hospitality or invitations to specific functions
 - Talent appearance or sports clinics

8. Evaluation

- How will you measure and evaluate the success of the sponsorship/partnership
- Will an independent company be employed to complete this appraisal

PROCESS FOR CONSIDERATION OF APPLICATIONS

1. All proposals are reviewed by the Sponsorship Committee to assess suitability, feasibility and resources required
2. Recommended proposals are presented to Managing Director for approval
3. All successful sponsorships must have a sponsorship agreement executed by both parties
4. The applicant that has been submitted the proposal for consideration is notified of the out come with in 6 weeks of receipt of a fully completed application

To align with our Sustainability values our preferred method for submitting proposals is via email. Your proposal should be in either Adobe Acrobat PDF or Microsoft Word 2003 format and sent to:
sponsorships@healthcareassist.com.au

If you are unable to submit an electronic version of your proposal, please send the paper based copy to:

Healthcare Assist
Attn: Sponsorship Committee
PO BOX 946
WOODEND VIC 3442

ADDITIONAL INFORMATION THAT MAY ASSIST YOU IN YOUR SPONSORSHIP PROPOSAL PREPARATION

Healthcare Assist's Purpose

Our purpose is to be the most affordable and number one health cover provider of choice in Australia.

Healthcare Assist Mission

We are committed to protecting our customers on going health, fitness and wellbeing. In an uncertain world where increasing health fund premiums are constantly on the rise, health care costs are mounting daily and the Medicare Safety Net is dwindling, we all need peace of mind. We are dedicated to providing affordable health cover to all Australians, not just a select few.

We are also committed to the on going viability of small and medium sized health care professionals, who provide individual quality care and plan an essential role in protecting the health of all Australians.

Healthcare Assist Values

Integrity
Innovation
Transparency
Sustainability
Social Responsibility

How Healthcare Assist can Achieve its Purpose, Mission and Values

- Be a profitable and sustainable business, with the capacity to invest and provide innovative solutions
- Build and contribute to a high performing organisation that unites, engages, empowers and rewards our people, our customers and our community
- Deliver the best member products and benefits at the most affordable price through consistent and excellent service
- Be a growing and efficient business by improving services to members or leading in creating new products and services to add value
- Live by the statement "a smarter choice"