

Sponsorship Criteria & Guidelines – principles / selection criteria

Barrett Homes will consider sponsoring activities that are consistent with Barrett Homes Strategy/Ambition/Values.

- Each sponsorship should aim to deliver a strong return on investment (ROI) for Barrett Homes by providing appropriate exposure and mediums to put our name and brand out there to positively reinforce who we are and what we do.
- Barrett Homes seeks balance in our sponsorship portfolio, with a combination of commercial and community-focused sponsorships.
- Servicing of a sponsorship should not require a significant use of Barrett Homes resources.
- Where possible, sponsorships will deliver opportunities for employees to participate.
- All sponsorship applications – including community-based requests - will be assessed by a Barrett Homes Sponsorship working committee.

Responsibilities of sponsored organisations successful applicants enter into a formal agreement or contract that details the mutually agreed sponsorship conditions.

This agreement includes:

- Benefits
- Timelines
- Quantified audience exposure
- Agreed benefits are to be delivered by successful applicants according to the terms of the contract or agreement.

The Barrett Homes Sponsorship working committee has final approval of any promotional or advertising item that refers to Barrett Homes.

Use of Barrett Homes sponsorship / image / brand during events that are not part of the sponsorship and may compromise our reputation or put the company into disrepute is not permitted or acceptable.

What Barrett Homes will not sponsor

- Activities where the audience/participants are irrelevant to Barrett Homes target market
- Organisations with direct links to political or religious groups.
- Organisations with direct links to tobacco or alcohol, negative impacts on health or the environment, or associated with risk-taking activities.
- Events/projects with a large number of sponsors or conflicting sponsors – making it likely that Barrett Homes and/or its brands and messages would be easily lost.
- Events/projects conducted outside Barrett Homes local areas, or organisations proposing activity relating to the sponsorship outside are local areas.
- Events/projects that are inconsistent with Barrett Homes image and key messages.
- Events/projects with existing or proposed sponsors that are inconsistent with Barrett Homes image and key messages.
- Projects, events or organisations undertaking high-risk activities or with poor occupational health and safety performance.
- Retrospective sponsorship of any project, event or organisation, activity
- Events, projects or organisations that expose Barrett Homes reputation or financial risks.

Only applications complying with the requirements outlined within Barrett Homes guidelines will be accepted.

- During the review process we may negotiate the terms of the sponsorship with you to ensure the final agreement maximises Barrett Homes investment and outcomes (commit to part of instead of all of).
- Barrett Homes decision will be final regarding funding decisions under our sponsorship program.
- Barrett Homes will notify you in writing of the outcome of your application.
- Barrett Homes may, but shall be under no obligation to, give reasons for not accepting the application.
- Applicants are responsible for all costs incurred in submitting any application and any subsequent presentation, including the supply of additional supporting materials requested by Barrett Homes.
- All information submitted is treated as confidential. Personal information collected in accordance with an application will be used for the purpose of assessing the application and, if successful, the administration of the sponsorship.

Document Control	
Approved for Implementation by	Barrett Homes Sponsorship working committee
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Business Case for Change	