

# Conference Sponsorship Guidelines

## Our General Requirements

Each year Bank First receives a significant number of conference sponsorship requests.

We select sponsorship opportunities that are aligned with our strategic direction and corporate values. We will consider all proposals that provide benefit to the Education Community except those relating to single School events such as fetes, newsletters and sports days.

We generally require sponsorship exclusivity in the financial services area (Banking, Loans, Insurance and Financial Planning).

## Our Guidelines

We consider conference sponsorships that provide a combination of the following benefits:

- Supportive of the Education Community.
- A natural link with our Corporate Values.
- The opportunity to present to the entire attendee group at an appropriate time early in the event program.
- Time for attendees to speak with a Bank staff member.
- Naming rights to the event.
- Logo exposure and advertising in marketing materials (including website).
- Inclusion of Bank promotional materials in the attendee registration kit and / or attendee satchel.

## Our Corporate Values

### We care

- We listen to our customers and do all we can to meet their needs.
- We support our people to be their best.

### We learn and grow

- We are passionate about building our collective knowledge.
- We actively seek to be agile and great.

### We empower

- We enable our people and customers to achieve the best outcomes by being consistent and present.

### We do it for the customer

- We stand out by being authentic and honest.
- We are proud to do the right thing for our customers.

## We're invested in education

At Bank First, we're invested in our Members and the wider education community. For over four decades, we've focused on the needs of educators, support/professional staff and their families. This has given us a strong understanding of education and we are experienced in the financial needs of those that work within the community.

As a mutual, our Members own the organisation and all profits are reinvested into the Bank rather than being distributed to external shareholders. This allows us to focus on and reward our Members with:

- Value for money on all our products and services.
- Ability to bank fee-free.
- 24/7 access to funds anytime, anywhere in the world.
- Award winning customer service.
- Teaching resources, given our understanding of the education sector.
- Financial literacy articles to help you better manage your finances through all stages of life.

We are also committed to safeguarding the future of the education community through a range of sustainability initiatives.

We're invested in you, to help you be more, do more and achieve more.

To discuss your sponsorship request please contact:

Bank First Community

Phone **1300 654 822**

Email **community@bankfirst.com.au**