

# TOYOTA CORPORATE SPONSORSHIP GUIDELINES

Thank you for considering Toyota as a potential sponsorship partner. We recognise the important role our company plays as a member of the Australian community; as such we support appropriate people, activities and organisations that benefit our community.

To assist you in your application, we have articulated our global vision and brand values.

## Global vision

Our 'Global Vision 2010' is our dream for a better world. Our aim is to grow as a company, together with our stakeholders, customers, shareholders, business partners and employees. How? By creating clever solutions and great vehicles. Yet we'll keep on doing so in harmony with the environment, humanity and the world economy.

## Brand values

At Toyota, we aspire to:

***'Enrich people's lives through innovative ideas'***

Supported by five key brand values:

- Innovative
- Environmental
- Reliability
- Safety
- High Quality

## What is sponsorship?

Our view of sponsorship is support for an individual, team, organisation, program or event in return for the right to use that asset to promote Toyota's brand/image, products and/or services. *Therefore, we will evaluate sponsorship proposals based on their fit with the Toyota brand.*

## Who is eligible for consideration?

The focus of Toyota's sponsorship and community programs is primarily in four key areas:

1. Motor vehicle and related industries
2. Environment
3. Community and grass roots
4. Sports, media, entertainment and lifestyle

Preference will be given to proposals that:

- Fall within at least one of our key sponsorship areas

- Are in line with our brand values
- Are a national or state sponsorship property
- Have high market reach with people that are emotionally connected to your sponsorship property
- Provide significant benefits that can be leveraged in marketing and business relationships
- Are free from automotive and automotive servicing competitor activity
- Have longevity. Our support will generally extend beyond one single event of activity
- Provide opportunities for the involvement of Toyota employees, dealers, customers and the wider Australian community

And to organisations that:

- Are credible and possess a positive track record in managing sponsorships or community initiatives, including successful promotion of activities
- Have demonstrated experience in delivering value to sponsorship partners
- Can provide satisfactory information on its management and financial status
- Allow adequate time for proposals to be assessed

## Who is not eligible?

Toyota will not consider proposals that:

- Present a hazard to the community and/or the environment
- Are sponsored by a Toyota competitor
- Offend or discriminate against minority community groups

## Contact

If you believe you can satisfy the above criteria, please submit your proposal online using the Sponsorship Application Form on [toyota.com.au](http://toyota.com.au). Please direct any telephone enquiries to Catherine Angel on 03 9526 5707

## Timing

Unfortunately the number of applications seeking support will always exceed the funds available and worthwhile programs cannot be guaranteed support regardless of merit. Please allow a minimum of five weeks from the time of submission to allow us to process your request

