

Commercial Sponsorship Guidelines

Toyota sponsorship activities aim to build upon our positive corporate reputation within the communities in which we operate. We seek to engage in mutually rewarding associations with our partner stakeholders and deliver against commercial objectives.



Assessment Criteria

Toyota receives thousands of requests annually for sponsorship support and each request is assessed on a case-by-case basis to determine whether it aligns with Toyota's sponsorship strategy and criteria.

While Toyota will review all external requests for sponsorship, the emphasis will be on creating or pursuing activities that most strongly align with either our commercial or community priorities.

Toyota is unable to proceed with requests for support that do not meet these objectives and, in addition, budgetary constraints can also limit the number of opportunities that can be undertaken.

All sponsorship applications are evaluated according to the criteria, which you should respond to in your proposal. It takes approximately eight weeks to assess applications and a response will only be sent to you should your request be successful.

All requests must satisfy the following criteria:

Provide adequate lead-time for Toyota to maximise its investment. This requires a minimum of 12 weeks lead time for sponsorship requests valued at under \$5,000 and 6 months for those over \$10,000.

We also recommend, if possible, sending through requests during our business planning time which is December through to February each year. This gives us the best opportunity to consider new partnerships and budget accordingly for the next financial year.

Detail the level of exclusivity from an auto perspective. A sponsorship proposal that delivers total auto exclusivity to Toyota will be considered more favourably.

Outline a defined sponsorship plan with key accountabilities, objectives, performance indicators and measures, resourcing, execution and timings.

Be consistent with Toyota corporate and commercial brand strategies.

Toyota Australia will not sponsor:

1. Organisations or groups who discriminate based on race, gender, beliefs, class or cultural considerations.
2. Individuals who are undertaking "fundraising" activities, this includes employees of Toyota Australia. Examples of fundraising activities include fun runs or walks, sporting challenges, raffles or quiz nights.
3. Sponsorships or funding specifically for overseas travel or projects providing benefit outside Australia.

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