

Sponsorship

As a retail healthcare organisation, National Pharmacies is focused on the health and wellbeing of the community. National Pharmacies' sponsorship program has been established connect the National Pharmacies team with our local community. One of our objectives at National Pharmacies is to support community events that reflect and encourage healthy lifestyles and attitudes. The information provided below will help us to establish whether your organisation fits closely with our aims and values to provide beneficial outputs to the wider communities in which we operate. Through our sponsorship program we aim to connect our mission and values with similar groups within the community.

Our stance of **Healthy People for a Healthy World** reflects that we not only care for the health of our customers but also for the health of the world around us.

Our Vision is "To be the destination of first choice for customers concerned about their health and wellbeing"

Our Values

At National Pharmacies we strive for excellence as we:

- Create value for customers
- Act professionally
- Encourage innovation
- Communicate effectively
- Achieve through teams
- Show respect for all
- Celebrate and enjoy life

Unfortunately National Pharmacies has limited resources and consequently not every application will be accepted, as we attempt

to support those organisations and events, which best support the community.

2.0 Existing Relationships

National Pharmacies' sponsorship program allows us to build strategic partnerships with like-minded organisations that focus on the health and wellbeing of the community. It is through membership contributions that National Pharmacies is able to sponsor the organisations detailed below.

Adelaide United Football Club

The support of the Adelaide United Football Club reflects National Pharmacies focus on health and wellbeing of the community and is one way in which it has been able to improve the lifestyle of many South Australian children.

Through National Pharmacies' sponsorship of the Red Zone, Adelaide United are able to promote soccer and physical activity to children throughout schools, junior and senior soccer clubs and the wider community at a grass roots level.

National Pharmacies is also the proud naming rights supporter of the Adelaide United FC Schools Beach Tournament, which takes place annually during November. The National Pharmacies AUFC Schools Beach Tournament combines all the excitement of soccer to a whole new level for school aged children, encouraging increased participation and involvement in a unique setting.

Adelaide 36'ers

National Pharmacies support of the Adelaide 36'ers continues to reflect National Pharmacies focus on health and wellbeing of the community.

National Pharmacies is helping the Adelaide 36'ers to promote basketball and physical activity to children throughout schools, junior basketball clubs and the wider community at a grass roots level through, through their Junior Membership program. This is yet another way that National Pharmacies is committed to improving the health and lifestyle of many South Australian kids.

Sports Medicine Australia (South Australia)

National Pharmacies' sponsorship of Sports Medicine Australia, SA facilitates the production and distribution of sports medicine related information on topics including stretching, sports injuries and sports conditioning. National Pharmacies is proud to sponsor the production of these free Community Education Brochures highlighting the impact of various topics and conditions relating to sports today.

We are also proud to be associated with a number of courses run by qualified Sports Medicine Australia (SA Branch) personnel to which National Pharmacies members receive a 20% benefit. Additionally, National Pharmacies is also the proud naming rights sponsor of the Sports Medicine Australia, SA 2008 annual Sports Trainers Conference.

Something on Saturday

As the Presenting Partner of Something on Saturday, National Pharmacies help provide a low cost live entertainment program for children, which aims to provide access to the arts, cultural and educational events within the reach of South Australian families. The program is run between May and August each year providing

children the opportunity to view live performances and participate through 'hands on' activities.

Adelaide Bank Festival of Arts

National Pharmacies is a proud supporter of the Adelaide Bank Festival of Arts. The bi-annual event is Australia's leading arts festival and is internationally recognised for its outstanding programs of performing, literary and visual arts.

Royal Adelaide Show

National Pharmacies proud sponsorship of the Royal Adelaide Show includes the newly established Kid's Carnival, situated in the refurbished North Eastern corner of the Adelaide Showground.

The National Pharmacies Kid's Carnival caters for all parents and children aged up to 12 years of age, promoting a warm, safe and friendly atmosphere for families to enjoy their time at the Show.

3.0 Guidelines

The main goals we aim to achieve through our sponsorship program include:

- Generating awareness of National Pharmacies and our offerings
- Generating goodwill and growing our brand within the community
- Increasing brand retention amongst our local communities

At National Pharmacies we pride ourselves on supporting a range of organisations focused on the health and wellbeing of the community, however as our stores are currently established mainly in South Australia and Victoria our focus is towards these communities.

If you would like National Pharmacies to support your event, activity or program you will need to forward us a proposal outlining your request.

To assist you in preparing your sponsorship proposal, and help us evaluate the possible match, we have established the following guidelines and criteria, which you will need to address.

Unfortunately at this time National Pharmacies is not able to support proposals for the following:

- Individuals
- Third party groups
- Religious, military or socio-political groups
- Expeditions or overseas travel
- Advertising in publications
- Those who promote unhealthy lifestyles – smoking, alcohol, gambling

- Projects outside of SA, Vic or NSW
- Funds for equipment
- Groups which are not consistent with our image or key message
- Groups which conflict with, or are similar to, a current sponsorship arrangement

4.0 Procedures

National Pharmacies receive many hundreds of sponsorship proposals every year. We therefore require a minimum 3 months notice to properly evaluate each proposal. When a decision is reached, National Pharmacies will formally notify the relevant contact person in writing as to the outcome. Major sponsorship agreements are considered in January of each year.

Your compliance with our sponsorship request process does not automatically guarantee that National Pharmacies will be able to commit to your proposal and the final decision is at our discretion.

5.0 Fundraising

National Pharmacies is involved with various monthly fundraising projects throughout the year. Currently our fundraising calendar is full, however if you would like us to consider your organisation in the future please provide us with details as to how your event is run, what you would require from National Pharmacies and what the fundraising efforts go towards assisting. Please keep in mind that your fundraiser will run in South Australian pharmacies only.

Currently the National Pharmacies fundraising calendar includes:

- Aids Council – Red Ribbon AIDS Awareness
- Asthma Foundation – Badge Day
- SIDS and Kids – Red Nose Day
- Starlight Foundation - Star Day
- Cancer Council – Daffodil Day
- Diabetes Australia – What's the Buzz Day
- Flinders Medical Centre – Pink Ribbon Day

Please note: At this time, National Pharmacies fundraising efforts unfortunately do not support contribution tins.

6.0 Donations

National Pharmacies recognise the need for support with small events throughout the community. If you are looking for a donation to assist with your event please provide the following details to your local National Pharmacies store:

1. Contact person
2. Organisation/ school/ club etc
3. Name of the event.
4. Date and times for the event.
5. How many people will attend?
6. What type of donation are you requesting?
7. What the donation will go towards (raising money/event prizes)
 - If it is to raise money, what will the proceeds go toward?

Currently National Pharmacies can provide vouchers and stock towards donation requests, however cash donations are currently unavailable. All requests need to be provided to your local store at least 6 weeks before the donation is required. When a decision is reached, National Pharmacies will formally notify the relevant contact person in writing as to the outcome.

7.0 Non Financial Sponsorship

National Pharmacies support many organisations through non-financial sponsorship agreements. Through these agreements, National Pharmacies helps to promote an organisation, event or project online or within our Vital Health[®] publication. If you are interested in receiving non-financial support from National Pharmacies you will need to complete the sponsorship application form.

Medical Supplies

If you are inquiring as to the sponsorship of medical supplies and/or products we suggest that you contact the manufacturing brand of the product, who will be able to best assist your request..

8.0 Sponsorship Application Form

Please provide answers to all of the following headings on your organisations official letterhead.

Title: Please provide us with the title of the project proposal

Contact details: name, position, address, phone, fax and email

Timeline: dates and times the sponsorship will be valid

Objectives: details on the objectives and goals of the organisation, project or event and illustrate how these objectives relate to National Pharmacies.

Outcomes: what are the benefits to the community, as well as to National Pharmacies, resulting from the sponsorship agreement. (Benefits for National Pharmacies can include signage, advertising, brand awareness, media relations, etc).

Other Sponsors: Provide details on other sponsors for the organisation, project or event. Do National Pharmacies already sponsor or support a similar event or cause?

Background: please provide an overview of the organisation and events background including any relevant research conducted. Do you have any prior sponsorship history with National Pharmacies?

Attendance: Provide the estimated attendance, or reach, of the project proposed. Give details as to numbers, target audience, demographics and geographics.

Staff involvement: Will there be any opportunities for staff involvement? If so, in what way will staff be required? (Please name specific branches or regions)

Evaluation: How will you evaluate the success of the project against the objectives set out? How will this information be dispersed to National Pharmacies?

Cost: Please provide the cost to National Pharmacies to participate in the project including all sponsorship levels and options. (If you

are requesting non-financial assistance, please state what you require here)