

PUBLIC GUIDELINES FOR SPONSORSHIP

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1. Introduction

a) What is Metlink?

Metlink was formed by Melbourne's train; tram and bus operators to bring the public transport network under one brand.

The Metlink brand was developed and introduced into the public domain in June 2003 with the objective of re-positioning public transport to increase patronage through a range of integrated marketing and communication activities.

A key component of this strategy was to improve public attitudes and perceptions of public transport and demonstrate to Melburnians that public transport is 'A better way'.

Metlink is positioned as the main driver for building brand trust in public transport, on behalf of the metropolitan public transport operators. Marketing campaigns aim to promote public transport as 'A better way' in terms of economic, environmental and convenience factors.

In addition, Metlink is responsible for providing customer information via its call centre website, journey planner, iPhone application, brochures and way-finding signage. These services also extend to regional public transport.

Metlink is responsible for the collection of integral information and research data on fare evasion, customer satisfaction and patronage. It is the conduit for stakeholder and community consultation which assists in the development of marketing initiatives responsive to the needs of consumers.

Under the Metlink banner, Metro Trains, Yarra Trams, V-Line Passenger and the Bus Association of Victoria are working together to improve public transport and grow patronage by ensuring connectivity across the entire network.

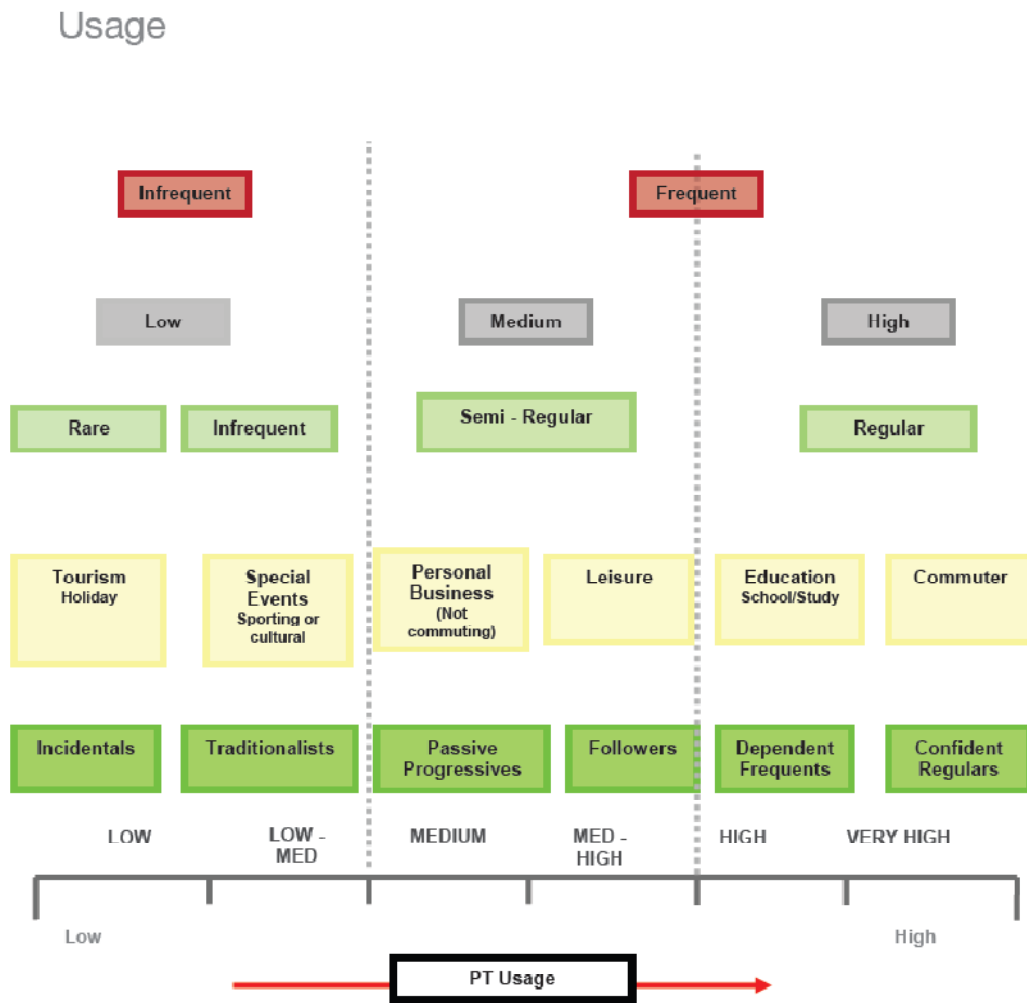
b) Our Vision

To provide Melbourne with integrated tram, train and bus services that meet and exceed customer needs in order to develop and grow a sustainable public transport system for our city.

c) Positioning Statement- 'A Better Way'

'A better way' positions public transport as a viable alternative to driving for travelling around Melbourne. Public transport is a better way because it is more economical, convenient, better for the environment and is a well integrated system.

2. Segment Classification of Public Transport Users



3. Guidelines

The purpose of these Guidelines is to assist applicants who wish to apply for sponsorship from Metlink.

These Guidelines will enable applicants to:

- Understand Metlink's sponsorship objectives;
- Assess whether a project is suitable to apply for sponsorship; and
- Understand the various stages and associated responsibilities for applicants receiving sponsorship.

4. Sponsorship Defined

Sponsorship is the financial or contra investment of a project, event or organisation in return for the right to use that project, event or organisation to promote an image, message or service as defined by our marketing strategies.

Subsequently, sponsorship is distinct from patronage or a donation as there is an expectation of return on investment through the provision of services, brand alignment and collaborative marketing strategies.

Furthermore, sponsorship is not advertising. If you are interested in having Metlink advertise with your organisation please refer your inquiry to the following:

Publications

Optimedia: (03) 96853100

Should your organisation wish to advertise with one of the operators refer your inquiry to the following;

Tram

Commercial advertising space on trams:

APN Outdoor: (03) 8866 5200 | www.apnoutdoor.com.au

Commercial advertising space at tram stops:

JC Decaux: (03) 9676 2033 | www.jcdecaux.com.au or

Adshel: (03) 9865 9600 | www.adshel.com.au

Bus

Commercial advertising space on buses:

APN Outdoor: (03) 8866 5200 | www.apnoutdoor.com.au

Train*

APN Outdoor: (03) 8866 5200 | www.apnoutdoor.com.au or

JC Decaux: (03) 9676 2033 www.jcdecaux.com.au

***Note:**

JC Decaux are responsible for advertising on the following lines - Epping/Hurstbridge, Lilydale/Belgrave, Alamein, Glen Waverley and Flinders Street, Southern Cross, Flemington and Showgrounds stations.

APN Outdoor are responsible for advertising on the following lines/stations – Upfield, Broadmeadows, Sydenham, Melton, Werribee, Williamstown, Sandringham, Frankston, Cranbourne/Pakenham, Melbourne Central, Flagstaff and Parliament stations.

5. Sponsorship Objectives

Metlink participates in sponsorships that provide excellent opportunities to promote our image and key messages.

Metlink will only engage with sponsorships which relate to all modes of public transport

The desired outcome for any sponsorship undertaken by Metlink is:

- Increased paying patronage across all modes of public transport

Sponsorships undertaken by Metlink must achieve one or more of the following objectives:

- Significant positive promotion of our image and one or more key messages
- Increased awareness of our image and one or more of our key messages;
- Improved distribution channels and access points for customer information.

Metlink will seek to achieve a balance of sponsorships to address organisational and marketing strategies.

6. Sponsorship Criteria

Priority for sponsorship will be given to:

- i. Victorian based projects, events or organisations that support Metlink’s sponsorship objectives
- ii. Opportunities that provide Metlink with major sponsor status and significant exposure
- iii. Opportunities linked with fare compliance
- iv. Opportunities that reach Metlink’s market segments that might be missed through traditional mass marketing
- v. Opportunities linked with the introduction of the new ticketing solution - myki
- vi. Opportunities linked with multi-modal messages highlighting the connectivity of trains, trams and buses including VLine services
- vii. Opportunities that provide a promotional and/or informational vehicle for Metlink’s image and key messages of:
 - Public transport as a viable alternative to the car
 - An efficient integrated system
- viii. Projects, events or organisations that fall within the scope of our current corporate strategy including:

- Improving public perception of public transport, thereby securing substantial and sustainable market share
 - Increasing fare revenue
 - Improving operational efficiency and service quality
- ix. New projects or events, or organisations seeking sponsorship from Metlink for the first time that can demonstrate, either statistically or anecdotally, a need for sponsorship
 - x. Repeat sponsorships, or recurring projects or events that can provide evidence of prior success;
 - xi. Projects, events or organisations that contribute resources, financially or in kind to proactively maximise and manage the sponsorship; and
 - xii. Projects, events or organisations that carry out audience research during and/or after the event, incorporating sponsor requirements and a comprehensive post event evaluation

Note: Even if a sponsorship application fits within these priorities, Metlink has complete and final discretion in the decision to undertake any sponsorship.

6.1. What Metlink Will Not Sponsor

Metlink is not a ticketing agency; therefore we will not support requests for the provision of public transport tickets to and from events or for the assistance of volunteers. Provision of public transport tickets is not part of our sponsorship program.

Metcard Advertising since the introduction of myki in December 2009 is no longer part of our sponsorship program.

The following definitions may help distinguish between sponsorship and other similar activities.

Sponsorship is not:

- A donation, for which little or no return is expected; and
- Funds for capital works, amenities or equipment, or to pay the salary of a project officer, unless other promotional or educational benefits are a significant component of that sponsorship.

In addition to the above, the following are ineligible for sponsorship:

- i. Projects or events conducted outside Victoria, or organisations proposing activity relating to the sponsorship outside Victoria ;
- ii. Projects or events that have existing sponsorship relationships with Metro, Yarra Trams, Bus Vic and or VLine;
- iii. Any project, event or organisation Metlink considers inconsistent with its image and key messages. For example, we will not consider proposals from car manufacturers, alcoholic beverages or manufacturers, political organisations, religious organisations, sexual or contentious products/services;
- iv. Any project, event or organisation requesting free public transport tickets for attendees or as giveaways ;
- v. Any project, event or organisation undertaking high-risk activities or with poor occupational health and safety performance;

- vi. Any sponsorship that conflicts with, or is too similar to, an existing Metlink sponsorship ;
- vii. Any project, event or organisation with existing or proposed sponsors that Metlink considers are inconsistent with Metlink's image and key messages i.e. car parks; and
- viii. Retrospective sponsorship of any project, event or organisation

7. Sponsorship Benefits

Successful applicants will be required to enter into a formal sponsorship contract that will detail the agreed conditions of the sponsorship.

This document will include items such as benefits, time lines, reporting and evaluation requirements. Agreed benefits are to be delivered by the successful applicant according to the terms of the contract or letter of agreement.

Metlink will have final approval of any promotional or advertising item that refers to Metlink, the sponsorship, or uses of our image. Use of our image for projects, events or organisations that are not part of the sponsorship is not permitted.

Examples include, but may not be restricted to, reference to Metlink in or our image on:

- Advertising copy;
- Media releases;
- Editorial mentions whether print or web based;
- Displays/signage;
- Publications; and
- Promotional information

Where appropriate to the sponsorship, Metlink seeks the opportunity to use the applicant's media, mailing and other communication channels and networks by supplementing the sponsorship activity with relevant, select Metlink messages.

Metlink requires prompt access to the successful applicant's project, event or sponsorship personnel.

8. Funding Conditions

Application to form an offer

- i. The completed application/proposal which is supplied to Metlink is a legal offer, capable of acceptance by Metlink for a period of not less than six (6) months from the date on which it is submitted;
- ii. Metlink reserves the right to enter into negotiations with one or more applicants following evaluation of applications;
- iii. Applicants acknowledge that their applications will be modified by the agreed outcome of negotiations initiated by Metlink, which shall not be taken to be counteroffers or to destroy the offer contained in the original application; and
- iv. Unsolicited revisions by any applicant to the application may be rejected and may form the basis of excluding the application from further consideration.

No acceptance until formal agreement entered into

- i. No application shall be accepted, or deemed to have been accepted, unless and until the applicant and Metlink have entered into a written sponsorship agreement; and
- ii. No verbal comment by any officer or employee of Metlink or any other fact or circumstance affects this position.

Metlink's decision to be binding

- i. Metlink shall be the final arbiter of funding decisions under its Sponsorship program;
- ii. Applicants will be notified of the success or otherwise of their application in writing;
- iii. Metlink may elect to, but shall be under no obligation to, give reasons for not accepting any application; and
- iv. The Applicant may re-submit the application if shortfalls in meeting the criteria in an unsuccessful application can be addressed.

Applicants responsible for costs

- i. Applicants are responsible for all costs incurred in submitting any application and any subsequent presentation, including the supply of further information as requested by Metlink.

Confidentiality and privacy

- i. All information submitted will be treated as confidential;
- ii. 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;
- iii. If you wish to access information related to your application please contact Metlink on 96195200; and
- iv. You can also access Metlink's Privacy Policy at metlinkmelbourne.com.au.

9. Sponsorship Application

The sponsorship application must be completed and forwarded, with relevant supporting documentation, to:

Metlink

Attention: Community Partnerships Manager

Level 8, 575 Bourke Street

Melbourne Victoria 3000

To optimise the possibility for a successful application, a minimum of six months prior to commencement of the project or event is recommended. If further information about Metlink is required prior to submitting a sponsorship application, visit the Metlink website at metlinkmelbourne.com.au and/or contact Reception on 9619 5200.

10. Sponsorship Application Requirements

Outlining the following detail will assist in a speedy evaluation of a submission:

- i. Objectives of the organisation requesting sponsorship;
- ii. A defined target audience and expected numbers who will participate or form the audience which will be reached by the sponsorship activities;
- iii. Detailed outcome of the project and activity plans;
- iv. Details of the marketing opportunities available for Metlink;
- v. Details of the opportunities for product promotion and sales within the sponsorship activities;
- vi. Strategies to launch, publicise and promote the project/event;
- vii. Start and finish dates of the sponsorship;
- viii. Implementation timelines and list of locations and venues to outline geographical impact;
- ix. Evaluation method for measuring impact and success of sponsorship investment;
- x. Evaluation method for measuring changes in attitudes and behaviour specifying expected outcomes as a result of the project;
- xi. Performance indicators to demonstrate sponsorship achievements and attaining sponsorship goals;
- xii. Relevant experience and credentials of the applicant and key contractors;
- xiii. Amount sought for the sponsorship;
- xiv. Other confirmed sponsors; and
- xv. Indemnity insurance/public liability

11. Metlink's Sponsorship Selection Process

- i. Each sponsorship application received will be assessed against Metlink's sponsorship objectives and priorities;
- ii. Proposals that meet with Metlink's selection criteria will be recommended to the Executive Marketing Committee for approval;
- iii. Metlink Board approval is required for sponsorship investments over \$100,000;
- iv. Applicants may be required to attend a briefing with representatives from Metlink to discuss the details of the sponsorship application;
- v. This may or may not result in a successful application for sponsorship; and
- vi. Applicants will be advised in writing of the outcome of their application within four to six weeks of receipt of their application.