

AMERICAN EXPRESS SPONSORSHIP GUIDELINES

OVERVIEW

American Express provides premium value to the corporate and consumer markets travel products and financial services. Every year the company receives thousands of sponsorship proposals. In order to assess these proposals, American Express has developed a set of sponsorship guidelines.

Proposals that do not meet the guidelines will not be considered.

GUIDELINES

In order for your proposal to be considered, your event or organisation should:

- Support American Express' Blue Box Values:
 - **Customer Commitment** – we develop relationships that make a positive difference in our clients' lives.
 - **Quality** – we provide outstanding products and unsurpassed service that, together, deliver premium value to our clients.
 - **Integrity** – we uphold the highest standards of integrity in all of our actions.
 - **Teamwork** – we work together, across boundaries, to meet the needs of our clients and to help the company win.
 - **Respect for People** – we value our people, encourage their development and reward their performances.
 - **Good Citizenship** – we are good citizens in the communities in which we live and work.
 - **A Will to Win** – we exhibit a strong will to win in the marketplace and in every aspect of our business.
 - **Personal Accountability** – we are personally accountable for delivery on our commitment.
- Provide an avenue to reach our target audience;
- Guarantee no American Express competitor will be involved;
- Offer first class hospitality for American Express;
- Entertain our clients, business partners and Cardmembers;
- Provide opportunities for American Express to offer our Cardmembers benefits they would not otherwise be able to obtain;
- Actively engage our employee base;
- Be aligned with American Express' core geographical areas (primarily Eastern Seaboard) but with an ability to extend nationally as required;
- The proposing group must have a sponsorship history or a proven level of marketing sophistication.

Proposals will not be considered if they:

- Target minors (defined as under eighteen (18) years of age);
- Support political parties;
- Have religious affiliations;
- Promote anti-social activities, e.g. gambling, alcohol or drugs;
- Events or activities designed to directly or in-directly benefit American Express employees or family/friends.
- Support individual athletes (both amateur and professional)/entertainers
- Support countries or businesses that are subject to US or United Nations sanctions.

PROCESS

Requests for American Express support will be considered from February to November in any year and must allow a minimum of six (6) months to ensure contractual agreement can be reached and an appropriate sponsorship-marketing program implemented.

Please note

In any year, limited contingency and uncommitted funds are available for new initiatives. Therefore any large sponsorships will usually need to be planned and approved by mid-year as American Express' budgeting and planning cycles follow a calendar year.

FORMAT

Please limit your proposal to **four (4) A4 pages** (appendices not included) and include:

- Description of the event or organisation;
- Date, location and time frame;
- Demographics of attendees, audience, participants, members;
- Estimated number of attendance where applicable;
- Benefits to American Express including – access to talent, access to databases, direct mail opportunities, signage opportunities, naming rights etc;
- Cost to American Express;
- Opportunities for client entertainment;
- Business generation opportunities for American Express.
- Proposed advertising plans / media opportunities
- List of other sponsors involved.

Please send your proposal to:

Sponsorship Manager
American Express
Level 17, 175 Liverpool St
Sydney NSW 1131