

## Guidelines and criteria for sponsorship or charitable support requests

### 1. Purpose

This guideline is for community members and organisations requesting financial, in-kind, or other types of support from TUMU Group businesses for a charitable purpose or sponsorship.

### 2. Who this guideline applies to

Any member of the community or community group who approaches, or is contemplating approaching, a TUMU Group employee or representative with a request for support.

This guideline covers:

- The essential criteria a community member or organisation will need to meet to be eligible for TUMU Group financial, in-kind, or other support.
- The process by which an eligible organisation or individual can request support from TUMU Group.
- The different classifications of sponsorship and agreements entered into by TUMU Group.

### 3. TUMU Group's approach to requests for support

At TUMU Group, we like to support those in the community who support us. We achieve this in a variety of ways including sponsorship, grants and awards.

Our support is focused on programmes or initiatives that align with the community-focused themes of health and wellbeing, education, and sustainability. We take great pride in ensuring we do our part to build stronger, more resilient, and sustainable communities.

It simply isn't possible to support all requests, so we base our decisions on some key criteria, including that applications align to our vision and values, and that there is some mutual benefit.

We look at all requests through three lenses to identify whether the organisation, program or individual will help us deliver on our community goals, these are:

1. **Cornerstone Partnerships:** Those that we support as a strategic partner on an ongoing basis that provide broad benefits to the communities in which we operate.
2. **Brand Sponsorships:** Those that we choose to support on a one-off basis.
3. **Hardship & Education Grants:** These are facilitated through our charitable trust, The Evergreen Foundation.

### 4. Essential criteria for those seeking support

As a basic rule, the activity or programme needs to fall within the following criteria:

- be aligned with our company values ([enter link](#))
- impact positively upon communities in which a TUMU Group business operates
- meet TUMU Group expectations of its partners including complying with laws and regulations, such as consumer protection, environmental, employment, and health and safety laws
- provide promotional opportunities for the group or sponsoring business.

Please take the time to reflect on these criteria before sending us your request and ensure you provide as much information as possible to demonstrate how you meet the criteria.

**Please note: We will only consider requests that are complete and provide adequate information.**

#### **4.1 TUMU Group will not provide support to:**

- An entity with values, policies, or activities that are inconsistent with those of TUMU Group.
- Charitable organisations that are non-compliant with their legislative obligations.

## **5. Classifications**

### **5.1 Cornerstone Partnerships**

A cornerstone partnership is our most significant sponsorship vehicle and in addition to the criteria in 4.0, must also:

- Deliver mutual value
- Be able to provide measurements and reporting as required.

If all criteria are met, you can submit a formal proposal to TUMU Group in writing. Your proposal will be assessed by the sponsorship committee, and you may be asked to meet to further discuss the opportunity.

### **5.2 Brand Sponsorships**

A brand sponsorship is defined by TUMU Group as an investment in a sports, arts or educational organisation, community event, programme or individual, with a primary objective of delivering brand exposure for the TUMU Group or sponsoring business.

TUMU Group will only consider brand sponsorships that complement or add value to our brand, advertising, or media strategy.

#### **Key areas for consideration are:**

- Ability to deliver positive brand exposure
- Ability to participate in the absence of any commercial competitors
- Provision of a post-event or sponsorship report on request.

### **5.3 Hardship & Educational Grants**

TUMU Group is proud to have a commitment and to provide support to The Evergreen Foundation charitable trust. The Foundation gives grants to individuals, families, and others within the communities where our businesses operate. Grants are given primarily to assist with education and to relieve hardship.