

# LEXUS CORPORATE SPONSORSHIP GUIDELINES

Thank you for considering Lexus Australia as a potential sponsorship partner. We appreciate the time in preparing a sponsorship proposal and although we cannot guarantee support (financial or otherwise), we would like to take this opportunity to wish you success with your future event or activity.

To assist you in your application, we have articulated our global vision and brand values.

## Global vision:

Instill the “Pursuit of Perfection” philosophy within all stakeholders to achieve unprecedented level of Operational Excellence, Sustained Profitability and Customer Service

## Brand values

At Lexus, we aim to provide:

### “Innovation with a human purpose”

Supported by five key brand values:

- Empathy
- Integrity
- Leadership
- Courage
- Precision

## What is sponsorship?

Our view of sponsorship is support for an individual, team, organisation, program or event in return for the right to use the asset to promote Lexus’s brand/image, products and/or services. *Therefore, we will evaluate sponsorship proposals based on their fit with the Lexus brand.*

## Who is eligible for consideration?

The focus of Lexus’s sponsorship and community programs is primarily in five key areas:

1. Motor vehicle and related industries
2. Environment
3. Community and charity
4. Sports, media, entertainment and lifestyle
5. Inspiring spokes people for our brand

Preferences will be given to proposals that:

- Fall within at least one of our key sponsorship areas
- Are in line with our brand values
- Are a national or state sponsorship property
- Have high market reach with people that are emotionally connected to your sponsorship property

- Provide significant benefits that can be leveraged in marketing and business relationships
- Are free from automotive and automotive servicing competitor activity
- Have longevity. Our support will generally extend beyond one single event or activity
- Provide opportunities for the involvement of Lexus employees, dealers, customers and the wider Australian community
- Have minimal sponsor clutter

And to organisations that:

- Are credible and possess a positive track record in managing sponsorships or community initiatives, including successful promotion of activities
- Have demonstrated experience in delivering value to sponsorship partners
- Can provide satisfactory information on its management and financial status
- Allow adequate time for proposals to be assessed

## Who is not eligible?

Lexus will not consider proposals that:

- Present a hazard to the community and / or the environment
- Are sponsored by a Lexus competitor
- Offend or discriminate against minority community groups

## Contact

If you believe you can satisfy the above criteria, please submit your proposal online using the Sponsorship Application Form on [lexus.com.au](http://lexus.com.au).

Please direct any telephone enquiries to the Lexus Sponsorship Manager on (02) 9710 3196.

## Timing

Unfortunately the number of applications seeking support will always exceed the funds available and worthwhile programs cannot be guaranteed support regardless of merit. Please allow a minimum of six weeks from the time of submission to allow us to process your request.