



Pacific Smiles Group Sponsorship Policy

Pacific Smiles Group actively supports a range of initiatives in local communities where our Dental Centres are located. Through local sponsorship of sporting, cultural and community events and projects we aim to promote and enhance the quality of life in our community and encourage and promote the health and development of community members, in particular, school aged children.

Any event, initiative or cause Pacific Smiles Group supports, must reinforce our brand values and align with the sponsorship policy below.

Pacific Smiles Group can only approve sponsorship promoting the Pacific Smiles Dental and/or Pacific Smiles Group brand. Sponsorship of the nib branded Centres is managed by nib Health Fund with a focus on large scale sponsorships under the nib brand.

Sponsorship Target Market:

Sponsorships should support the local community with a particular focus on school aged children and their families.

Sponsorship Guidelines

Pacific Smiles Group will only sponsor sporting, cultural and community events or projects that;

- reflect positively on our brand and values and align with our business purpose and objectives
- support the community
- provide strong and positive brand exposure
- demonstrate good corporate citizenship

Pacific Smiles Group will not consider sponsorship requests from organisations or in respect of events that;

- promote or include activities that could be detrimental to public health or safety, discriminatory or offensive to the community
- are directly aligned to political or religious groups
- involve organisations, events or activities outside our primary operating locations
- duplicate existing sponsorships or involve competitors

Who Can Submit a Request for Sponsorship?

Employees of and Practitioners associated with Pacific Smiles Group can directly request sponsorship on behalf of themselves or external stakeholders if they feel the sponsorship would directly enhance the Pacific Smiles Group or Pacific Smiles Dental brand.

Alternatively external stakeholders can directly request sponsorship via the below process.

Request, Evaluation and Approval Process

To have your sponsorship request reviewed, please complete the Sponsorship Request Form which is available at www.pacificsmilesdental.com.au/community and attach any additional information which may assist in your application.

All sponsorship requests are reviewed by the Marketing Team to assess suitability, feasibility and resources required. The Marketing Team may contact you for additional information or clarification.

Requests will be reviewed on a monthly basis and applicants will be notified within two weeks following a decision.

Management of Sponsorship

To ensure brand compliance and consistency, the Pacific Smiles Group Marketing Team will facilitate and manage most sponsorships. The Marketing Team may require assistance with some activities when your Centre is a sponsor.

Contact:

Mail

Marketing Team
Pacific Smiles Group
595 Main Road
Glendale NSW 2285

Email

sponsorship@pacificsmiles.com.au