



SPONSORSHIP GUIDELINES

Belt up.

Belt Up Campaign Sponsorships

Objectives

The objectives of the Belt Up campaign is to:

- Promote public awareness about the prevention of motor vehicle crashes; and
- Educate the community about how to sustain fewer and less serious injuries when involved in motor vehicle crashes, leading to fewer insurance claims incurring lower costs.

Sponsorship requests are assessed according to the criteria below. Please ensure your sponsorship proposal addresses each criteria.

Criteria

1. Targets at-risk cohorts such as 18-25 year old drivers, regional drivers, etc.
2. Targets a key demographic or influencer cohort.
3. Based in Western Australia.
4. Broad participation or membership base throughout Western Australia.
5. Capability to activate sponsorship with organisation's owned/earned/paid channels (social media, media partnerships, advertising, etc.).
6. Capability to directly engage with membership/participants/spectators.
7. Ability to deliver Belt Up road safety message.
8. Aligns with the Insurance Commission's objectives, priorities and funding decisions.

Sponsorship proposals should be sent to:

Kane Blackman
Commission Secretary
Insurance Commission of Western Australia
GPO Box U1908
PERTH WA 6845
kane.blackman@icwa.wa.gov.au