

SPONSORSHIP POLICY

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1. Policy Objectives

The Risk Management Association Inc. (RMA Australia) has produced this Sponsorship Policy to clarify how sponsorship supports the Association's goals and objectives.

By detailing the benefits, opportunities, accountabilities and boundaries of the RMA's sponsorship program, this Policy provides prospective sponsors with a general overview of the commercial advantages, recognition and sound administrative foundation the RMA offers.

This Policy is also intended to support RMA Sponsorship Proposals, which account for event specific inclusions and sponsorship packages on offer.

The RMA has adopted this Sponsorship Policy to ensure a consistent and transparent approach in the way it seeks and accepts sponsorship for its events and activities, and thus is provided for the benefit of the Association, general membership and sponsor partners.

2. Definitions

In this Policy, the following terms shall have the following meaning:

RMA	Risk Management Association Inc. (RMA Australia)
Sponsorship	is the negotiated provision of funds, goods or services in exchange for advertising, publicity or other inclusions or benefits.
Sponsor	is the purchaser of sponsorship rights, which for the purpose of this Policy shall mean either a business or a business representative.
Sponsorship Proposal	a document that gives details of the event or activity, its inclusions, benefits and the investment sought from sponsors.
Letter of Agreement	a letter or application approved by an authorised representative of both parties, outlining all points of negotiated terms of the sponsorship, such as the inclusions, benefits and payment dates.

3. Sponsorship Objectives

The RMA is a not-for-profit, member-driven, committee run, professional association whose sole purpose is to advance the use of sound risk principles in the financial services industry. Accordingly, the RMA seeks sponsorship as an additional revenue stream to create greater value-added benefits to its members, which in a general nature, include;

- Providing strong educational and professional development programs which advance the discipline and practice of risk management.
- Keeping members informed of emerging developments, standards and principles related to financial risk management, through; meetings, forums, seminars, workshops and exhibitions.
- Offering members exceptional networking opportunities and providing access to the financial markets leading Risk Management professionals.
- To continually build on the RMA brand awareness and reputation as Australia's peak risk management organisation and authoritative voice.

4. Sponsor Benefits

The RMA recognises that sponsorship plays a vital part in a comprehensive and successful marketing strategy, and must therefore justify returns on investment. Accordingly, the RMA event sponsorship proposals provide for positive, tangible results to sponsor partners.

The RMA offers sponsors a unique marketing channel that reaches a wide cross section of Australia's banking and financial services market, as it promotes an enterprise approach to risk management and as such is targeted to credit risk, market risk, operational risk and compliance risk related professionals and institutions.

Founded in the US in 1914, the RMA has its headquarters in Philadelphia, Pennsylvania and represents approximately 3,000 institutional members and 18,000 individual members throughout the US, Canada and numerous international locations including London, Hong Kong, Singapore and Australia. RMA Australia acts as the local voice in the global risk management community and offers unique benefits and resources to its members.

Accordingly, a partnership with the RMA provides contact with key decision makers and influential professionals in a number of the Australia's top financial institutions representing; banking, accounting, legal, management services, business information bureaus and industry regulatory bodies.

As the RMA does not lobby, or limit its membership to a particular specialist practise of financial risk management, it has a strong relationship with members and regulators leading to a collaborative and inclusive approach to;

- promoting industry wide best practice and techniques,
- respected input on industry standards and regulation, and
- a balanced approach to the synergies that exist between institutions, their customers and the wider community.

The RMA offers sponsor companies the opportunity to demonstrate a wide range of high quality and like-minded initiatives, products and services to a widely representative audience that encompasses key decision makers in some of Australia's largest financial and professional service institutions and agencies.

For risk management related vendors, the RMA provides the opportunity to show-case the best in risk management products, services, technology and resources to a target market and increase the loyalty and commitment of existing clients.

By association, RMA partners are aligning themselves with the valued reputation of the RMA and of that of its high profile, well respected member institutions. By consequence, the exclusivity of RMA sponsorship is dictated by related issues of probity, as reflected in the Sponsorship Guidelines below.

5. Sponsorship Opportunities

To sponsor an RMA event or activity is to partner with Australia's premier Association for Risk Management professionals in the financial services industry.

The RMA holds events and training programs that are relevant to risk management professionals at every stage of their careers. The RMA regularly surveys members and acts on their feedback. In so doing, the RMA provides relevant and leading edge events offering post event resources and references.

These high quality events are held in central city venues in Sydney, Melbourne and Brisbane, and include:

- Bi-monthly '*Forum series*', at which the latest industry issues and topics are debated by senior practitioners representing relevant market sectors, followed by a cocktail function.
- '*Risk Appetite*' event series, bi-yearly breakfast or lunch banquet presentations at which an expert speaker discusses current market trends, strategic concepts and industry best practises.
- *Christmas Special Presentations* with a keynote address by some of Australia's most influential and respected CEOs and business leaders.
- Half yearly training and workshop courses conducted by nationally and internationally recognised practitioners.

All these events incorporate networking elements for participants to engage in individualised group discussion and access to senior risk management professionals.

The RMA's growing number of institutional and individual members mirrors the increasing number and quality of RMA events being held in Sydney, Melbourne and Brisbane. The diverse membership of experienced and connected business professionals, offers sponsors the opportunity to interact with an active and responsive audience.

RMA event specific Sponsorship Proposals offer inclusions and benefits aimed at promoting awareness of our sponsor partner's brand, products and services to our high quality and participatory membership of risk management professionals. Such inclusions may include; sponsor address at events, logos being featured prominently throughout the event space, on the RMA Australia website and on event collateral.

6. Management of Sponsorships

All RMA Committee members are senior risk management professionals and are representative of the general membership. The RMA is managed by an umbrella Management Committee and it has operationally specialised subcommittees. RMA events and sponsorships are supervised by the Membership and Events Subcommittee and are managed by the RMA's Event Manager.

The RMA's in-house Event Manager is responsible for developing sponsorship proposals and agreements, and for identifying potential sponsors, which are then approved by the Membership & Events subcommittee.

The RMA Event Manager is responsible for approaching sponsors on behalf of the RMA, formalising sponsorship agreements, and ensuring contractual obligations are met by both parties.

The RMA operates under the Rules of an Incorporated Association, which can be found on the RMA website at www.rmaustralia.org. The RMA's charter and core principles are as follows:

Mission Statement:

The Australian Chapter of the Risk Management Association is committed to providing risk education and training to enhance the understanding and use of sound risk management principles in the Australian financial services industry.

Vision

The vision of RMA Australia is to support our members through the enhancement of their risk management skills, knowledge and standards.

Objectives

- To provide a forum for members to enhance and share their knowledge of risk management principles and practices.
- To foster continuous professional growth and development of our members.
- To improve and support risk management education and training.
- To keep our members aware of emerging developments in global risk management practices.
- To promote ethical standards and professional conduct in the Australian finance services industry.

7. Sponsorship Guidelines

The following guidelines reflect the high standards and importance the RMA places on sponsorship, in the interests of both the Association and its sponsor partners.

These guidelines are not intended to be prescriptive, but rather outline some of the key considerations the RMA will have in relation to the selection of its corporate sponsor partners and sponsorship agreements.

Conflict of Interest

1. The RMA will consider whether a partnership with a potential sponsor will lead to any conflict with the policies, practices and objectives of the Association.
2. The RMA will consider whether the agreement with a prospective sponsor is likely to lead to criticism from any of its members, industry peers, financial media or general public.
3. The potential for conflict of interest between the RMA's institutional members and the corporate sponsor will be considered.
4. The RMA will also consider the national and international corporate connections of the potential sponsor in making its assessment.
5. The RMA may request potential sponsors formally identify any real or perceived conflict of interest during the sponsorship agreement negotiations.

Sponsorship Limitations

6. Corporate sponsors will not be allowed to influence the goals, strategic direction, functions, impartiality or integrity of the RMA.
7. The potential for real or perceived influence of certain corporate sponsors on the integrity of the specific event or activity for which sponsorship is sought, will be considered.
8. The extent and form that corporate sponsors will be identified and associated with the RMA, will be detailed and limited to the offer of inclusions set out in sponsorship proposals specific to an event or activity for which sponsorship is being sought.
9. The conditions under which sponsors may use the RMA's image, logo and name is limited to that offered in sponsorship proposals specific to an event or activity for which sponsorship is being sought.

Probity

10. High standards of corporate values and ethics will be of utmost importance to the RMA in its selection of sponsor partners.
11. Sound risk management practices will be highly valued in the RMA's selection of potential corporate sponsors.
12. The RMA will ensure that sponsorship agreements would withstand critical scrutiny by members and the wider business community.

13. All sponsor inclusion and benefit entitlements will be clearly stated in all RMA sponsorship proposals.
14. The RMA will honour all its obligations under the terms of its sponsorship agreements with sponsors.
15. The RMA will declare in its event specific sponsorship proposals whether sponsorship is limited to one sponsor, is category exclusive, or indicate the types of other sponsors and sponsorship packages being sought. In so doing, the RMA aims to avoid conflict of interest amongst sponsors and situations that may diminish the value of each sponsors investment.
16. In the event that more than one sponsor is sought per event or activity, each sponsor will be made aware of the other types of potential sponsors being sought, the involvement of other sponsors, and the possibility that sponsors may be able to dovetail their involvement. In so doing, the RMA aims for fairness amongst joint-sponsors and to maximise the return on investment to each.
17. Agreements between the RMA and corporate sponsors will be conducted in a transparent manner at all times.
18. Taking receipt and recording the expenditure of sponsorship monies, will comply with RMA's Rules of Incorporation and audit accountabilities.

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