

TAC Sponsorship Program

Commercial Sponsorship
Guidelines



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Acknowledgement of Country

The Transport Accident Commission acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of the land. We pay respect to Elders past, present and future, and all Aboriginal and Torres Strait Islander people that call Victoria home today.

We recognise and respect their culture, beliefs, and connection to Country, with traditions and customs that have existed for over 60,000 years, and are privileged to share the lands we live on and operate in. We respect this land too – and our purpose is to care for the lives of everyone who travels on Victorian roads.

About TAC sponsorships

The purpose of the TAC sponsorship program is to help our organisation meet its legislative responsibilities to promote road safety and support those injured on our roads to get their lives back on track.

We have a long and proud history of social investment and working collaboratively with others to promote road safety and enhance the liveability of the Victorian community. Our sponsorship program is designed to open this opportunity to the broadest possible range of organisations and, in doing so, help us extend our reach.

We expect our partners to become road safety leaders and be advocates for road safety by sharing stories, staying connected and looking after family, friends, colleagues and community when they're travelling on Victoria's roads.

We offer two categories of sponsorship – commercial (Stream A and B) and local – and eligible organisations will be able to apply via an expression of interest process.

While these guidelines are about commercial sponsorships only, we have included information about both categories on page 6.



About us

We support those injured on our roads and promote road safety. We believe that a future where every journey on Victoria's roads is a safe one is not only possible, but achievable. **[You can view our corporate show reel here.](#)**

Over many decades, we have been working with our partners to deliver important prevention efforts designed to stop people being killed and injured on our roads. A key part of that effort has been working to positively impact the attitudes and beliefs of Victorian road users. The Victorian Road Safety Strategy 2021–2030 guides the way we and our partners work together. Our collective goal is to halve the number of lives lost on Victorian roads by 2030 and reach zero deaths and very serious injuries by 2050.

Our purpose

To care for the lives of everyone who travels on Victoria's roads.

Our vision

To be the safest place in the world for road travel.

Our mission

To champion road safety and help those injured get their lives back on track.



Sponsorship categories

We define a sponsorship as an arrangement where the TAC provides a monetary contribution to selected organisations, to support specified activities in return for agreed and defined benefits.

We offer two categories of sponsorship and they are open to eligible applicants via separate expressions of interest during the year.

1. Commercial sponsorships

Our commercial sponsorships allow us to work collaboratively with selected organisations, giving us a platform to engage with our priority audiences and deliver targeted activities.

There are two types of commercial sponsorship:

- **Stream A:** Road safety behaviour.
- **Stream B:** Enhance outcomes for people affected by road trauma.

See page 6 for more information about these sponsorships.

2. Geelong region sponsorships

Geelong region sponsorships empower groups and organisations to be leaders and ambassadors for road safety within the Geelong region with their respective audience and networks.

Visit our sponsorships page for information about Geelong region sponsorships.



About commercial sponsorships

We use commercial sponsorships to strategically promote relevant road safety messages to our target audiences by engaging with them on their turf – in entertainment, sport, the arts, and social and cultural events. This opens new opportunities to connect and engage with Victorian road users and complements our major advertising campaigns.

Rights holders are critical to helping us maintain this connection with our audiences. As such, we see commercial sponsorships as an important component of our overall marketing and communications strategy.

There are two types of commercial sponsorship we support:

1. Stream A: Road safety behaviour

Road safety behaviour sponsorships provide us with a tangible link to the community. They help us reach our target audiences with key messages aimed at preventing road crashes and consequent trauma, as relevant to the priority areas identified in the Victorian Road Safety Strategy. These activities complement our public awareness campaigns and other road safety initiatives.

2. Stream B: Enhance outcomes for people affected by road trauma

These sponsorships exist to enhance outcomes for TAC clients and people affected by road trauma. Within this category of sponsorship, we are focused on finding strategic or innovative ways to improve the support that people affected by road trauma receive within the community to help get their lives back on track.

Investment tiers

Both sponsorship streams are available across three investment tiers:

- Tier 1: \$300,001+.
- Tier 2: \$50,001 to \$300,000.
- Tier 3: Up to \$50,000.

The above amounts are per annum and exclude GST.

Sponsorship applications can be one to three years in length, or specific to a single event.

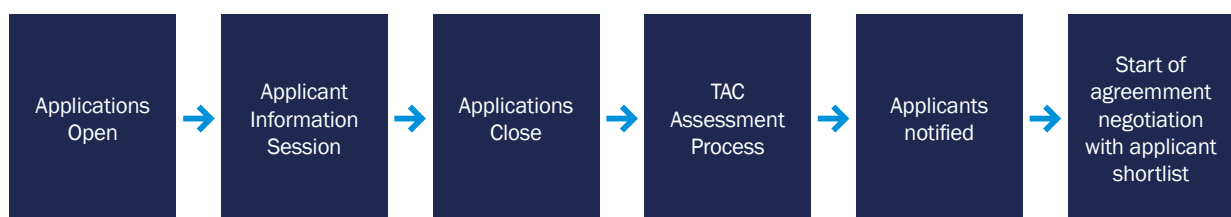
Application cycles

We will open commercial sponsorships to eligible organisations on an as-needs basis. Find information about upcoming application rounds at

<https://www.tac.vic.gov.au/sponsorships>

Application process

The commercial sponsorship application and approvals process is as follows.



More information about the steps involved in each of the key milestones is available in this booklet.

Who can apply

Before you consider applying for a TAC commercial sponsorship, you must make sure your organisation is eligible to apply.

Applicant eligibility

To be eligible, an applicant organisation must:

- Be registered for GST and hold a current ABN or ACN.
- Value the TAC's purpose.
- Have considerable reach to a priority target audience within Victoria (we are primarily concerned with reaching Victorians). See page 9-11 for more information.
- Have the rights to sell marketing assets to us via a contractual sponsorship arrangement.
- Have the resourcing and capacity to appropriately plan, execute, review and report on marketing activities relevant to the proposal.
- Be willing to support the TAC's performance and evaluation measures as outlined on page 19.
- Be a good corporate citizen with a strong reputation.
- Be willing to proactively facilitate access to TAC-funded sponsorship evaluation initiatives.
- Maintain the appropriate type and level of insurance(s) for the activities that are the subject of the application, such as public liability or product liability insurance.
- Demonstrate commitment to the Victorian Child Safe Standards 2022.
- Demonstrate commitment to Occupational Health & Safety and effective risk management.



Applicant ineligibility

An applicant will automatically be deemed ineligible for sponsorship if the applying organisation has any of the following attributes:

- Applying as an individual.
- Unincorporated organisations.
- Football or netball clubs affiliated with an AFL Victoria governed league (please visit the **TAC Club Rewards page** for further information about this program).
- Health or service providers delivering treatment or services to a TAC client, or whose core function is related to providing treatment or services to a TAC client.
- Other local sporting and recreation clubs (noting that leagues, associations or large groups of local sporting and/or recreational clubs are eligible).
- Involved in activity that could be detrimental to public health and safety.
- Vanessa Program festivals and event applications can contact askus@tac.vic.gov.au.
- Involved in activity that may be construed as discriminatory.
- Has been or is involved in any activity that the TAC believes will bring it into disrepute, contempt, scandal or ridicule.
- Aligned with a political or religious organisation.
- Have sponsoring arrangements with organisations that are inconsistent with the TAC's values and policies.
- Promoting or sell alcohol as their primary business.
- Promoting gambling as their primary business.
- Proposing to use sponsorship for the personal benefit of any kind for individual staff, contractors or other representatives.
- Proposing to pass on any or all of the sponsorship fee to a third party in the form of a sponsorship or grant.

Applicants will also be deemed ineligible if they submit a proposal for an activity we believe is more closely aligned with our **community grants** or other **sponsorship types**.

What we are looking to support

When submitting an application for a commercial sponsorship, you must first determine whether your application is best aligned with Stream A or Stream B.

Following is a description of our priorities for the two types of sponsorship.



Stream A: Road safety behaviours

What does the TAC want the community to think and do

Think: That as a community, together, we can achieve our goal to reduce road trauma.

Do: Be an advocate for and ambassador of road safety, through influencing local behaviour change, sharing stories, staying connected and looking after their family, friends, colleagues when they're travelling on Victoria's roads.

Within this category of sponsorship, we are solely focused on organisations or activities where there is a clear alignment between what is proposed and our strategic priorities. As such, the following list of priority outcomes, audiences and objectives should inform your sponsorship application.

Your proposal does not have to align with all the outcomes and audiences listed below.

Note: The application form will ask you to select all relevant priority outcomes. This selection should be based on the existing target audience of your organisation or activity. We will favour applications with objective evidence of this target audience.

Stream A: Priority outcomes, audiences and objectives table

Priority outcomes	Priority audiences	Objectives
Increase speed compliance	<ul style="list-style-type: none"> Rural and outer suburban. P plate drivers. 	<ul style="list-style-type: none"> Making it unacceptable to drive a few kilometres over the speed limit. Encourage and normalise driving within the speed limit at all times, and always driving to the conditions (e.g. slow down in the wet or if visibility is poor). Increase understanding that serious crashes can happen even at relatively low speeds. Increase perception of the likelihood of being caught speeding. Increase understanding of the relationship between speed and crash forces (e.g. small changes in speed have a big effect on crash outcomes, especially for vulnerable road users).
Less alcohol and other drug affected driving / riding	<ul style="list-style-type: none"> Rural + outer suburban. Motorcyclists. 	<ul style="list-style-type: none"> Normalise separation of drinking from driving / riding. Debunk self-assessment and self-management approaches that people use to stay under .05 BAC. Encourage planning of alternative transport to driving / riding. Highlight police enforcement of drink-driving. Increase understanding of the dangers of taking drugs and driving / riding.

Stream A: Priority outcomes, audiences and objectives table

Priority outcomes	Priority audiences	Objectives
Less fatigued driving	<ul style="list-style-type: none"> • Young drivers. • Shift workers. • Workplace drivers. • Parents of infants. 	<ul style="list-style-type: none"> • Increase understanding of the signs of fatigue and consequences of drowsy driving. • Encourage people not to drive if they have not had enough sleep (i.e. less than 5 hours). • Increase use of strategies to reduce fatigued driving (e.g. sleep hygiene / strategies to improve sleep, drive during waking hours, stopping and having a power nap if you notice any signs of fatigue).
Less distracted driving	<ul style="list-style-type: none"> • Young drivers. • Workplace drivers (especially blue collar / trades). 	<ul style="list-style-type: none"> • Raise awareness of the dangers of using your mobile phone while driving. • Encourage drivers to put their phone away or set phone up before driving (e.g. in appropriate holder, through Bluetooth). • Encourage drivers to put phone on 'do-not-disturb' while driving. • Awareness of the risk of detection (e.g. mobile phone camera) and the consequences – fines and demerit points for mobile phone use while driving. • Encourage drivers to review the laws related to phone use and their license type.
Safer vehicles	<ul style="list-style-type: none"> • Workplaces with fleets. • Young car buyers. • Parents of young car buyers. • Older car buyers. • Brand new car buyers. • Regional / rural car buyers. 	<ul style="list-style-type: none"> • Encourage more Victorians to prioritise safe vehicle features when purchasing a vehicle (i.e. visit howsafeisyourcar.com.au). • Increase take-up of 5-star cars with Advanced Driver Assistance Systems, both new and used.

Stream A: Priority outcomes, audiences and objectives table

Priority outcomes	Priority audiences	Objectives
Use of correct restraints	<ul style="list-style-type: none"> Rural drivers. Tradespeople (those driving for work). 	<ul style="list-style-type: none"> Encourage drivers to always correctly wear a seatbelt and understand the protective benefits of seat belts. Increase awareness of Victoria's new cameras that can detect people not wearing their seatbelt or not wearing a seatbelt correctly.
Use of correct protective gear	<ul style="list-style-type: none"> Motorcyclists. 	<ul style="list-style-type: none"> Increase the number of riders who always wear protective gear on every ride, no matter the journey distance or speeds travelled. Encourage riders to ride to the conditions and to rest on longer journeys. Create awareness amongst riders that having a crash, even at low speed, can have a large impact on their life, as well as on their family and friends.
Safer cycling	<ul style="list-style-type: none"> Teen and adult cyclists. 	<ul style="list-style-type: none"> Encourage drivers to be aware of cyclists and leave a buffer distance of at least a metre in speeds zones of 60 km/h or below, and at least 1.5 metres in speed zones above 60 km/h. Encourage cyclists to take steps to improve their safety on the road including being visible, being predictable and being aware of surroundings.

Stream B: Enhance outcomes for people affected by road trauma

In this category of sponsorship, we are focused on finding strategic or innovative ways to improve the support people affected by road trauma receive.

As we work towards every journey on Victoria's roads being a safe one, we must raise awareness and provide the best possible support to people affected by road trauma. This means constantly looking for new ways of doing things.

We are seeking to support organisations or activities that align with our strategic goal of supporting TAC clients (people affected by road trauma) to achieve the best possible outcomes.

This may include:

- Returning to work, study or recreational activities.
- Building networks and social connections.
- Developing skills and promoting independence.
- Participation in community events.
- Improving health and happiness.



Assessment criteria

The application form will include a range of questions about your organisation, the target audience the sponsorship will help us reach and resourcing of the proposed initiative.

During the assessment process, we reserve the right to request further information about your proposal, or about the information supplied, if we feel we need this to adequately assess your application.

Applications will be rated using a weighted scoring average. The higher the percentage attached to a criteria, the more influence that criteria will have over our final decision.

Assessment criteria table

Criteria	Description	Stream A	Stream B
1. Audience Assessment (60%)	<p>The sponsorship should be relevant to the TAC's primary target audiences outlined on pages 9-11.</p> <p>Consideration will be given to the size of the prospective applicant's audience directly related to the asset/benefits mix proposed. Statistical reports to validate your planned target audience(s) will be valued.</p>	<ul style="list-style-type: none"> Priority target audience type and size. Channel type, quantity / frequency and quality of engagement opportunities. Innovation within this. Clarity of audience environment and channels vs channel clutter. Likely impact on the TAC's objectives. Ability to deliver priority and secondary road safety messages. Capacity to influence owned and extended audiences. 	<ul style="list-style-type: none"> Priority TAC client cohort - type and size. Ability to deliver or promote priority health services for people affected by a disability, including TAC clients and others affected by road trauma. Clarity of audience environment and channels vs clutter. Likely impact on the TAC's objectives aligned to TAC clients.

Assessment criteria table

Criteria	Description	Stream A	Stream B
2. Organisation Assessment (15%)	<p>The sponsorship should present multiple opportunities to deliver key messages to the TAC's target audience(s) in a way that is creative and innovative. Whilst the TAC will invest in agencies to leverage the right's holder engagement opportunities proposed, the rights holder is expected to provide at minimum, amplification channels that enable or support this process.</p> <p>Applicants' alignment with the TAC's vision is a critical factor.</p> <p>Consideration will be given to an applicant's reputation (past and present) and trust within the community.</p> <p>Consideration will be given to the likelihood that the proposed initiatives will have a meaningful impact on the target audience(s).</p>	<ul style="list-style-type: none"> • Audience level of engagement with applicant's current communications. • Reputation of the proposed initiative in the Victorian community. • Reputation of the applicant within the Victorian community. Level of risk associated with the applicant as a trusted ambassador to deliver road safety messaging. • Maturity and experience coupled with trajectory of key performance metrics. • Alignment to the TAC's vision, purpose and objectives. • Commitment to maintain or introduce/adopt a road safety policy and safe vehicle policy within the applicant's organisation. • Commitment to environment, social and governance principles. 	<ul style="list-style-type: none"> • Audience level of engagement with applicant's current communications. • Reputation of the proposed initiative in the Victorian community. • Reputation of the applicant within the Victorian community. Level of risk associated with the applicant as a trusted ambassador to deliver road safety messaging. • Maturity and experience coupled with trajectory of key performance metrics. • Alignment to the TAC's vision, purpose and objectives. • Commitment to maintain or introduce/adopt a road safety policy and safe vehicle policy within the applicant's organisation. • Commitment to environment, social and governance principles.

Assessment criteria table

Criteria	Description	Stream A	Stream B
3. Resourcing Assessment (25%)	<p>The applicant's relevant performance against its own objectives / or similarly that of the connecting parties or environments in which the applicant operates, will be considered.</p> <p>Applicants must demonstrate value for money in this competitive process. The applicant's intellectual property value and proposal broadly against the criteria will be assessed.</p> <p>The applicant must be open to accommodating the TAC's evaluation measures to effectively measure the impact of engagement initiatives.</p> <p>Minimum expectations and requirements will apply based on the tiered investment scale. This may include facilitation of pre and post engagement activity surveys on your audience (Tiers 1 and 2).</p>	<ul style="list-style-type: none"> • Demonstrated capacity to deliver on the initiatives proposed, value for money proposition. • Demonstrated financial viability and solvency. • Level of risk associated with the investment. • Required financial output with respect to the rights holder's investment and the required leverage of proposed activity. • TAC resourcing capacity and impact to core functions. • Capacity to facilitate the TAC's performance and evaluation surveys. 	<ul style="list-style-type: none"> • Demonstrated capacity to deliver on the initiatives proposed, value for money proposition. • Demonstrated financial viability and solvency. • Level of risk associated with the investment. • Required financial output with respect to the rights holder's investment and the required leverage of proposed activity. • TAC resourcing capacity and impact to core functions. • Capacity to facilitate the TAC's performance and evaluation surveys.



How to apply

You must submit your application online using SmartyGrants, a third-party grants management platform. This form can be accessed on the **[sponsorships page of the TAC website](#)**.

Applications for commercial sponsorships will open and close on the dates specified on the sponsorships page of the TAC website. You will not be able to submit applications outside these timeframes.

To ensure fairness, we will not grant extensions. Applicants who are unable to meet the deadline can apply for a sponsorship in the next available round.

Note: Your application may be deemed ineligible if it is incomplete or fails to answer all the questions.

About SmartyGrants

SmartyGrants requires applicants to log-in before they can submit an application. If you are not already signed up to SmartyGrants, you must do so before you can apply.

Once you are logged in, you can save progress changes to your application up until you press the 'submit' button, or the closing date has passed.

Changing an application

If you need to make a change to your application after you have submitted it, you must email us at least 2 days prior to the closing date at **askus@tac.vic.gov.au**

We will not accept any changes to your application after the closing date and time.

Supporting documents

Organisations may choose to submit supporting documents with their application, such as:

- A letter of support from the organisation's governing body (if applicable).
- Supporting data regarding your audience and the proposed activities.
- A colour presentation or visual description supporting the initiative/s listed within your application.

These documents will only be accepted with a fully completed sponsorship application form (all questions answered in full). They will not be accepted as an alternative to an online application.

Information session

An online information session for prospective commercial sponsorship applicants will be hosted just after applications open. The session will cover general information about commercial sponsorships and there will be time to ask questions at the end.

The date, time and instructions for registering and attending can be found under 'Help and Support' on the TAC webpage: <https://www.tac.vic.gov.au/sponsorships>



If you've had a... thinking of driving
A taxi, rideshare or bus
Is your best bet.
TAC

Application outcomes

All applicants will be notified of the outcome of their application via email.

Possible outcomes include:

- **Shortlisted:** your application has been conditionally endorsed and is now subject to finer negotiations and the successful creation of a legally binding agreement, or;
- **Unsuccessful:** the application has not been accepted due to one or more reasons, meaning your application is unsuccessful in this intake.

Unsuccessful applicants

Applications may have been deemed unsuccessful for one or more of the following reasons:

- Did not meet eligibility criteria, as outlined in these application guidelines.
- Application was incomplete or did not include sufficient information required to assess.
- Assessment score was not high enough against the assessment criteria.
- Was unsuccessful due to the TAC sponsorship program budget availability.

Unsuccessful applicants may apply in any future sponsorship application rounds.

Unsuccessful and ineligible applicants will be notified of the reason for which they were not selected.

Applicants who wish to seek further clarity or feedback specific to their application may do so by emailing askus@tac.vic.gov.au

Agreements with shortlisted applicants

If you have been shortlisted, it does not mean you will automatically receive funding. Instead, it will mark the beginning of a contract negotiation period to finalise the terms of your sponsorship agreement with the TAC.

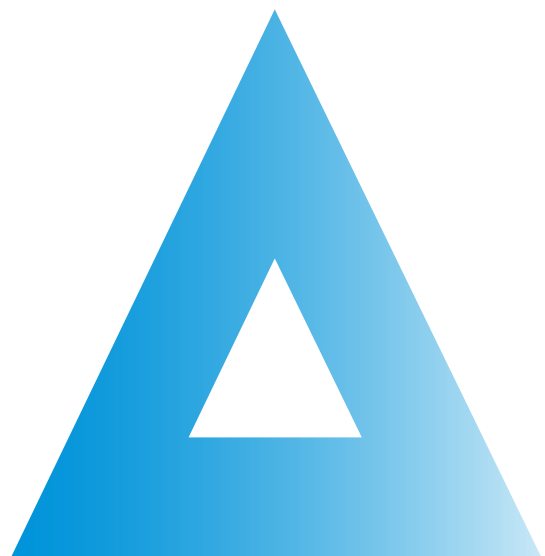
Successful applicants will be required to enter into a written legal agreement to suit the proposed fees and benefits. This process will begin as soon as possible following notification of successful applications however may take several weeks for all parties to agree to terms.

The sponsorship agreement will include:

- Terms and conditions.
- Benefits and
- Key performance indicators (KPIs).

The TAC's corporate legal template will be used for all TAC sponsorships. Agreement clauses may be negotiated between the parties as necessary in the finalisation of the sponsorship agreement.

Comprehensive reporting and evaluation measures are mandatory for all new TAC sponsorships. These requirements will be governed by the three investment tiers and included within the sponsorship agreement.



Your responsibilities

Commercial sponsorship evaluation

Successful Tier 1 and Tier 2 commercial sponsorships will be evaluated throughout the duration of the sponsorship agreement. Independent research will be conducted to measure specific sponsorship objectives which may include, but are not limited to:

- Audience exposure to the TAC's messaging – who, how many, how often.
- Level of audience engagement with the TAC's messaging.
- Ability of audiences to recall the TAC's messaging.
- Changes in audience attitude toward the road safety behaviour targeted (Stream A).
- Changes in targeted road safety behaviours, as reported by audiences (Stream A).

Child Safe Standards

We support the participation of children and young people in decisions that affect them. This includes decisions relating to services that support their recovery. We are committed to complying with the Victorian Child Safe Standards and all relevant child safeguarding regulations and legislation.

This commitment extends to third party agreements. As such, pending the specific structure and type of the applicant's proposal, we may request evidence of an applicant's compliance with the Victorian Child Safe Standards (2022) while negotiating a sponsorship agreement with them. If the applicant does not comply with this request, we may choose not to pursue a sponsorship agreement with them.

Road Safety Education

As part of a new onboarding program with the TAC, partners will be invited and expected to attend an immersive education session at the Road to Zero complex at the Melbourne Museum. This is intended to assist partners in becoming advocates for road safety and further understand Victoria's road safety objectives.

Legislation and policies

The TAC takes its legislative requirements, guiding policies and procedures seriously. Successful applicants may need to comply with policies that guide and support safe and appropriate working environments.

It is important to note that the TAC requires partnering organisations to have or be willing to adopt a safe driving policy and vehicle safety policy within their organisation.

Below are some of the policies and guidelines relevant to the TAC sponsorship program.

Transport Accident Act 1986

TAC 2025 Strategy

Victorian Road Safety Strategy

Victorian Government Sponsorship Policy

TAC Privacy Policy

Victorian Road Trauma Statistics

Occupational Health and Safety Act 2004 (Victoria)

Further policies will be made available to successful applicants for review while sponsorship agreements are being formed.

Our responsibilities

Privacy collection statement

Any personal information collected as a part of this application will be used by the TAC to decide whether to provide your organisation with a TAC sponsorship, and to communicate with you about your application and the grant assessment process.

As a part of the grant process, your information may be assessed by a panel of subject matter experts from the TAC. If you do not provide all or part of the information requested, we may not be able to progress your application.

You can gain access to the information you have provided on this form by contacting the TAC Partnerships Team at askus@tac.vic.gov.au.

Privacy policy

We are committed to protecting your privacy. Any personal information collected, handled, stored or disclosed about you through our online services will be managed in accordance with the *Transport Accident Act 1986*, *Privacy and Data Protection Act 2014* and the *Health Records Act 2001*. Visit our website for more information about **TAC Privacy Policy**.

Transparency and accountability

We are committed to creating fair and equitable sponsorship opportunities for all eligible organisations. As such, we have designed the application and assessment process to maximise objectivity in the procurement of commercial and community sponsorships.

All organisations with an existing partnership agreement must apply for sponsorship support, according to the terms described in these guidelines, when their existing agreement expires.

Please note, these guidelines are not legally binding and are provided for information purposes only.





Help and support

Prospective applicants may register to attend the Commercial Sponsorships online information session. Complete the registration form in the 'Help and Support' section on the **TAC Sponsorship Webpage**.

For general inquiries about Commercial Sponsorships and eligibility, please complete the inquiries form in the 'Help and Support' section on the **TAC Sponsorship Webpage**.

For technical questions relating to the online grants program, you should contact SmartyGrants (be ready to quote your application number).

- **SmartyGrants online help guide**
- **service@SmartyGrants.com.au**
- (03) 9320 6888

If you or someone you know needs support because of road trauma, contact Amber Community:

- **Amber Community website**
- 1300 367 797

TAC grant programs

Independent of the TAC Sponsorship Program, we support initiatives and organisations that reflect our values and engage with our stakeholders in meaningful ways through our existing funding programs.

Visit the **grants page on our website** for further information.



