

## **AstraZeneca Community Partnerships and Sponsorship Guidelines**

### **AstraZeneca in the Global Community**

Wherever AstraZeneca operates worldwide, we aim to make a positive contribution to our local communities through charitable donations, sponsorships and other initiatives that help make a difference.

Our commitment is reflected in our Community Support Policy, which aims to ensure that our community activities focus on bringing benefit in ways that are consistent with our business of improving health and education.

In 2006, we spent a total of \$34 million on community sponsorships and charitable donations worldwide.

More details about our global community support and other initiatives can be found on our website [www.astrazeneca.com](http://www.astrazeneca.com).

### **AstraZeneca in the Australian Community**

In Australia last year, we donated more than \$500,000 to 29 national and statewide charities and foundations.

At any given time, we participate in more than 40 clinical trials across 200 centres around Australia. In 2006, \$20 million was invested in Australian clinical research projects.

Our employees also regularly volunteer their time and expertise to assist a number of local not for profit organisations, such as the Red Cross Blood Bank.

### **AstraZeneca and Redkite**

AstraZeneca has a proud history of supporting charity organisations and local community groups. However, to maximise our ability to really help people in need, AstraZeneca decided to focus its efforts on a single key partnership that addressed the area of health and education.

In 2005 AstraZeneca announced a AUD \$75,000 partnership with Redkite, a children's cancer charity.

Over 1,000 children and young Australians are diagnosed with cancer or leukaemia each year. Thanks to advancements in medical and therapeutic innovations around 80% will be cured, but at a price. Rigorous treatment regimes and the long road to recovery put enormous pressure on both children and their families.

AstraZeneca's support will help Redkite provide children and their families with emotional guidance, financial relief and educational services.

Due to the majority of our available funding now dedicated to Redkite, AstraZeneca has developed the following Sponsorship Guidelines to assist with your requests for sponsorship support.

## Obtaining Sponsorship Support

When considering sponsorship requests, AstraZeneca's key focus is on health and education. The Sponsorship Guidelines have been developed to provide information on the types and nature of support that we will consider and will also define the areas and activities we will not support.

AstraZeneca will provide support for programs or activities in the following areas:

### Health

- Improving human health and quality of life for example focus on the promotion of Quality Use of Medicines (QUM)
- Disease awareness initiatives eg National Breast Cancer Awareness Month (with or without links to AZ therapy areas)
- Access to health related programmes and/or initiatives for the general community

### Education

- Research and educational programmes aimed at building research skills and expertise in healthcare – applicable for an educational institute or facility (not individual)
- Support science awards schemes that improve the standard of study and teaching of science at the tertiary education level

### Other

- Local community groups/initiatives in the North Ryde area
- Fundraising campaigns via hospitals or charitable organisations

AstraZeneca will not provide support for programs or activities in the following areas:

- Organisations/charity/programs that have a political or religious affiliation
- International donations
- Sports teams/events eg sporting clubs or major sporting events
- Entertainment – award ceremonies, social events
- Individual – fundraising/further education support
- Exhibitions – arts/general community

## Sponsorship Requirements

AstraZeneca receives many requests for sponsorship support and unfortunately we are not able to provide funding on every occasion. To assist in your request for support please ensure you meet the following selection criteria.

- Program has health and education focus (as outlined above)
- Not-for-profit status
- Australia based only
- The organisation/charity/program should reflect our values and have a positive perception among wider community

- Imperative that the organisation/charity/program be self-sustainable at the conclusion of AstraZeneca's support
- Where appropriate, help raise our corporate profile
- Ability to provide measurable outcomes

### **Sponsorship Application Process**

All requests for sponsorship support must be received via mail and should provide the following:

- Information about your organisation
- Information about the project/activity
- Reasons for sponsorship support
- Amount of funding required
- Timing
- How AstraZeneca will be acknowledged

All applications for sponsorship and community support should be addressed to the following:

**Belinda Miller**

**Communications Associate**

**AstraZeneca**

**5 Alma Road**

**North Ryde NSW 2113**

**Tel: (02) 9978 3500**