

# TERM SHEET

AREA	DETAIL	
<b>Guiding Policy</b>	Naming Rights opportunities are guided by VenuesWest’s Naming and Signage of VenuesWest Assets Policy, 2023.	
<b>VenuesWest Vision</b>	<p>VenuesWest owns 14 of Western Australia’s specialist sport and entertainment venues on behalf of the State Government, each run under either a partner, co-managed, leased or self-management model.</p> <p>Our vision is to be Australia’s leading provider of sport and entertainment venues and precincts.</p>	
<b>Commercial Venue Naming Rights</b>  <b>Venue Opportunities</b>	<p>First Tier naming rights is jointly offered for the two iconic venues currently branded as:</p> <ul style="list-style-type: none"> <li>· HBF Stadium - Mt Claremont</li> <li>· HBF Arena - Joondalup</li> </ul> <p>These venues operate as self-managed venues with all management services being conducted directly by VenuesWest.</p>	<p>Second Tier Naming Rights at HBF Stadium and HBF Arena:</p> <ul style="list-style-type: none"> <li>· Main Arena at HBF Stadium – Mt Claremont</li> <li>· Pentanet Stadium – at HBF Arena Joondalup (not available)</li> </ul> <p>These facilities have been identified as isolated, available for additional rights opportunities.</p>
<b>Commercial First Tier Naming Rights</b>	<p>This naming rights opportunity is for HBF Stadium and HBF Arena. VenuesWest will consider naming rights offers for each venue, however a preference exists for a combined offer.</p> <p>Identifiers such as location and purpose can be applied to create distinction between the venues such as per the example below.</p> <ul style="list-style-type: none"> <li>· Identifier - “Partner Brand”</li> <li>· Alignment - “High Performance Sports”</li> <li>· Usage - “Complex”</li> </ul>	<p>In respect to first tier naming rights, there are some limitations as to the types of brands that can be applied to our physical assets with the following categories excluded:</p> <ol style="list-style-type: none"> <li>i. direct product advertisements of tobacco products</li> <li>ii. direct product advertisement of gambling (other than State Government agency)</li> <li>iii. any form of adult entertainment</li> <li>iv. alcohol products or fast food</li> <li>v. political messaging</li> </ol>

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<b>Commercial Second Tier Naming Rights</b>	<p>Separate to the above, a second tier naming rights opportunity exists with “The Main Arena” at HBF Stadium, Mt Claremont.</p> <p>This venue in the Mt Claremont precinct is a multipurpose sports and entertainment arena primarily hosting commercial, ticketed sports, entertainment and indoor events up to 5,000 people (variable based on configuration).</p>	<p>Second tier naming rights facilities are open to partnerships with brands otherwise excluded in the first tier, allowing consideration of:</p> <ul style="list-style-type: none"> <li>a. gambling</li> <li>b. alcohol products and;</li> <li>c. fast food brands.</li> </ul> <p>West Perth Football Club - respondents should note that the facility currently leased by WPFC known as “Pentanet Stadium” is named under a mechanism separate to this opportunity with rights payable to WPFC - following VenuesWest approval.</p>
<b>Indigenous Reference in First Tier Naming Convention</b>	<p>VenuesWest respectfully acknowledges the traditional custodians of our lands and encourages consideration of a naming convention inclusive of Whadjuk Noongar nouns and/or verbs.</p> <p>Further to above, VenuesWest is supportive of successful partners applying a wholly or partly Indigenous Australian name to the venue(s). In the full instance, partner branding will be acknowledged in digital assets and trigger the engagement with elders to qualify culturally appropriate names and process.</p>	
<b>The Process</b>	<p>An Expression of Interest (EOI) process will be released electronically in May 2024 via:</p> <ul style="list-style-type: none"> <li>· The Financial Review</li> <li>· WA Business News</li> <li>· VenuesWest Website</li> <li>· Select direct communication with qualified prospects.</li> <li>· TendersWA</li> </ul>	<p>A weighted evaluation will be applied consistently for all applications considering the value of the investment and other alignment criteria.</p> <p>Following Board consideration and prior to entering into a naming rights agreement, VenuesWest will seek relevant professional advice and Ministerial endorsement.</p>

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<b>Commercial Offer - minimum conditions</b>	<p>Naming Rights – fee, payments, and term guide.</p> <p>Annual investment:</p> <p>Financial offers are invited for the following products:</p> <ul style="list-style-type: none"> <li>· HBF Stadium &amp; HBF Arena first tier naming rights jointly</li> <li>· HBF Stadium first tier naming rights separately</li> <li>· HBF Arena first tier naming rights separately HBF Stadium Main Arena second tier naming rights separately</li> <li>· Five-year naming rights agreement with extension options</li> <li>· Rights payable quarterly in advance</li> <li>· An annual price change mechanism linked to CPI</li> <li>· Entrance and exit fees/costs will be the responsibility of the naming rights partner in addition to the annual investment</li> </ul>	<p>VenuesWest and the partner will establish a strategic partnership to achieve mutually aligned benefits. VenuesWest will exclusively engage with and consider applications from scalable high-profile businesses.</p> <p>This partnership is expected to include;</p> <ul style="list-style-type: none"> <li>· a range of networking introductions/opportunities</li> <li>· high performance sport alignment</li> <li>· access to facilities amongst other things for the benefit of the successful partner.</li> </ul>
<b>Costs</b>	Entrance and exit fees/costs will be the responsibility of the naming rights partner in addition to the annual investment.	
<b>Commercial Benefits</b>	<p>Commercial rights may include the following (non-inclusive) benefits:</p> <ul style="list-style-type: none"> <li>· Exclusive licence for the naming rights of the Venues in Mt Claremont and Joondalup</li> <li>· The naming rights partnership encompasses inclusion in all promotional materials, announcements, print or broadcast media advertising, press releases, news and media notices, road signage and official documents for the venue. Access to the venues for brand activations and campaigns, subject to specified limits</li> <li>· Naming rights signage in specified locations</li> <li>· Access to tickets to world class events across the VenuesWest portfolio</li> <li>· Invitations to high profile sporting and concert events allowing the naming rights partner to network with key stakeholders, government dignitaries and high-profile sporting identities.</li> <li>· Priority event sponsorship opportunities</li> <li>· Detailed patronage reporting</li> <li>· Dedicated partnership management</li> <li>· The scope of branding will be determined, commensurate with the financial offer</li> </ul>	