



# Gallagher Sponsorship Guidelines

Thank you for considering Gallagher as a potential sponsor. With a wide range of sponsorship requests each year, we aim to be selective while supporting initiatives that align with our goals. These guidelines are designed to help you determine if a sponsorship with Gallagher is right for you, and to help us evaluate opportunities.





## About Gallagher

Gallagher is a global technology leader with two distinct lines of business:

- **Animal Management:** We provide world-class solutions for livestock management, including electric fencing, weighing systems, wireless water monitoring, and innovative cloud-based tools to enhance farming operations.
- **Security:** We design and manufacture purpose-built, integrated security solutions for access control, perimeter security, intruder alarms, and cybersecurity, for customers in more than 40 industries including government, defence, healthcare, transportation, mining, commercial, and education.

Some of our current focus areas include:

- **Culture Development:** Build a high-performance culture which attracts the best talent.
- **Customer Experience:** Establish and maintain lasting relationships with customers and partners (including installers and channel partners).
- **Scale in Key Markets:** Focus growing key markets including the USA, Canada, UK, Australia, and Latin America.
- **Revenue Growth:** Drive profitable growth in the agritech and security sectors.

## Gallagher brand positioning

Gallagher's purpose is to **"Protect what matters most."** Whether securing high-risk environments, enhancing agricultural productivity, or engaging with our team members and communities, we live this purpose every day. We value:

- **Premium quality products** and high performance
- **Innovation** and creative problem-solving
- **Lifetime engagement** with customers

## Markets we operate in

Gallagher operates in 140 countries, serving a wide variety of customers in multiple industries. Here are the key markets we target:

Animal Management:

- **North America** (our largest market, especially for livestock solutions)
- **Australia & New Zealand** (home markets with significant presence)
- **Latin America and Europe** (growing markets)
- **Asia and Africa** (developing regions with emerging opportunities)

Security:

- **North America and UK** (priority growth markets for our security solutions)
- **Australia & New Zealand** (strong, established markets)
- **India, South Africa, Sweden** (increasing presence in these regions)
- **Rest of the world** (targeting key, high-security customers)

## Our ideal customers

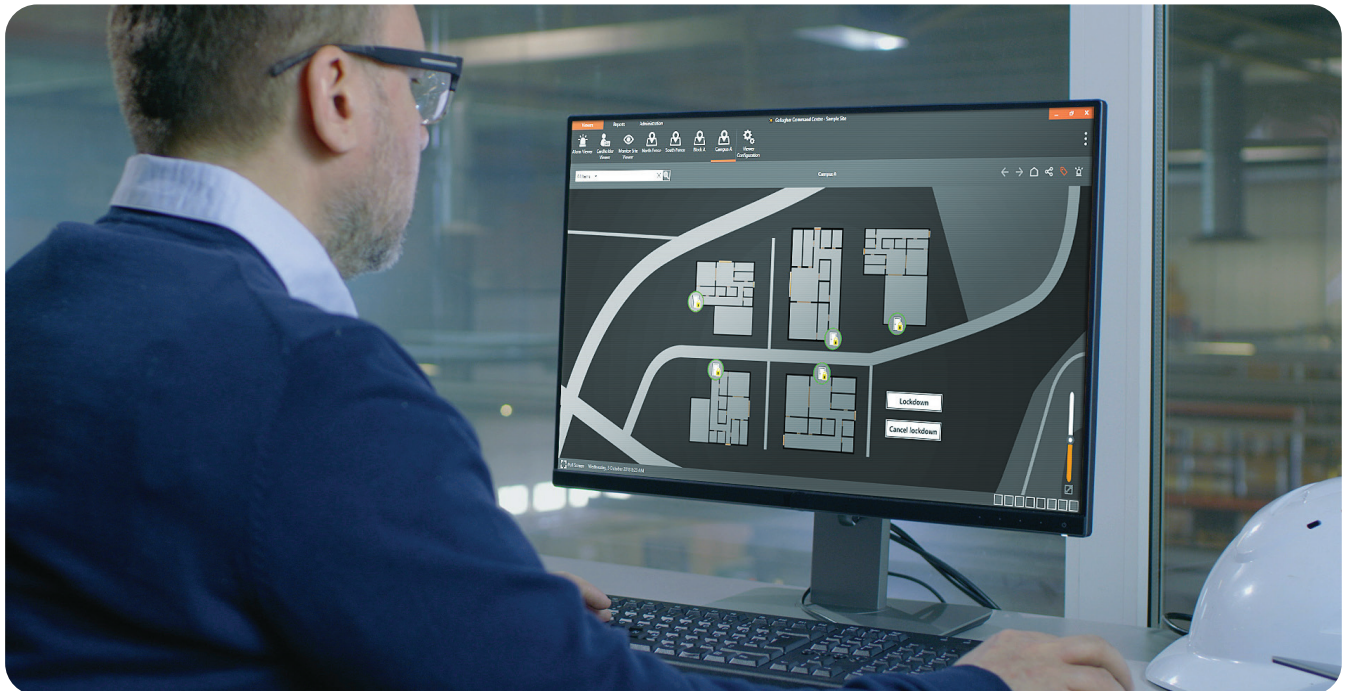
Because of our separate lines of business, we have a diverse range of customers.

### Animal Management

- Farmers
- Lifestyle block owners or hobbyists
- Wildlife and reserve managers
- Large scale farming syndicates
- Pet owners

### Security

- Property/facilities managers, security architects, business owners and C-suite executives in the following industries:
  - Healthcare facilities
  - Education providers
  - Defence forces
  - Government agencies
  - Stadiums
  - Large scale buildings
  - Multi tenanted, or multi-use facilities
  - Utilities
  - Data centres
  - Mining
  - Correctional facilities





## To be considered for sponsorship

When submitting your proposal, please demonstrate how you can provide at least **six** of the following:

- A natural connection to our **brand positioning** and **key focus areas or markets**.
- **Exclusive, meaningful content** for Gallagher's social media and other digital channels.
- **On-site sales or incorporation of Gallagher products** into your event or operations.
- **Exclusive access, experiences, premium ticketing** or discounted offers for Gallagher staff, partners, and customers.
- Opportunities for **hospitality or networking** with key customers or executives (with a particular focus on 'money can't buy' experiences).
- **Visibility of Gallagher products** or technology at your event.
- **Celebrity endorsements** or special appearances (in person, via video, or webcasts).
- Opportunities to **engage Gallagher staff**, our ideal clients, or distributors
- Opportunities for **product placement** or demonstration.
- Pass-through rights enabling us to **co-promote offers and opportunities** with our retailers and distributors.
- Access to our target talent in the fields of software engineering, product engineering or development.
- Ability to connect with our ideal customers.

Proposals should also include:

- Key **details and timeline** of the opportunity.
- A clear **marketing plan** (including confirmed and unconfirmed activities).
- A list of **sponsors already committed** to the initiative.
- **Creative ideas** on how we can use this sponsorship and benefits to connect with our target markets.
- A **full list of benefits**, with specific reference to how they align with our business goals.
- Credentials of your organisation and subcontractors (e.g., event producers, PR teams).





## General considerations

- **Category neutral:** We will consider proposals in all categories except gambling and adult content.
- **Exclusivity:** We require exclusivity in the areas of **animal management solutions, fencing, and security systems.**
- **Lead time:** We typically need a **minimum of six months** to plan and execute our involvement in a sponsorship.
- **Brand alignment:** Logo exposure is a given, but our main goal is to align with sponsorships that drive **deeper engagement and value.**
- **Audience research:** We prefer partners who gather audience feedback, particularly related to our industries, and **provide those insights to Gallagher.**
- **Investment:** We expect a **minimum 10% investment** from our sponsorship to go back into actively enhancing or servicing the partnership.
- **Global or national reach:** We prioritise partnerships with organisations that have **national or global reach**, or a direct connection to a large segment of our ideal customer base.

## Review process

- All proposals will be reviewed by Gallagher's Sponsorship Team to assess alignment, resources, and feasibility.
- Proposals may be presented to relevant business units for further approval.
- You'll receive our decision within 6 weeks.

Please note, due to the number of proposals we receive, we may only respond to those who successfully meet our criteria

## Submit your proposal

<https://forms.office.com/Pages/ResponsePage>.