

# Sponsorship Guidelines

Power and Water Corporation works with the community to make lasting contributions in a number of areas.

Our sponsorship partnerships are based on:

- Alignment with our values: ▪ Growth ▪ Our Customers ▪ Integrity ▪ Safety ▪ The Environment ▪ Our People.
- Wide-reaching benefit to Territorians.
- Consistency with our areas of interest, which may vary from year to year.

To view some of our existing sponsorships visit [www.powerwater.com.au](http://www.powerwater.com.au).

## Sponsorship Criteria

---

### **When we evaluate sponsorship requests we consider:**

- Does the activity occur in the Northern Territory, or with Territorians?
- Does the activity offer a wide-ranging benefit, now or in the future?
- Does the activity or organisation offer promotional opportunities for Power and Water, consistent with our values, objectives and major projects?
- Is the organisation and the activity in line with our values?
- Does the activity or organisation assist Power and Water to engage with communities?
- Does the opportunity involve Power and Water staff?

### **Power and Water will not support:**

- Opportunities that fall outside the Northern Territory.
- Political parties and lobbying groups.
- Events or activities that are divisive in communities.
- Religious groups (although activities conducted by religious charities may be supported).
- Providing free electricity or water to any organisation.
- As a general rule, Power and Water does not support individuals or individual clubs.

## Areas of Interest

---

### **Power and Water is particularly interested in:**

Arts and culture ▪ Business ▪ Community ▪ Children ▪ Environment ▪ Sport ▪ Technology

## Application Guidelines

---

### 1. Receipt of Application

Complete the sponsorship application form and return it to Power and Water at the address provided. We will only consider applications submitted on our application form.

### 2. Assessment

We assess applications monthly, so please allow six weeks for your application to be evaluated. Assessment is at the discretion of the Sponsorship Manager.

### 3. Notification

We will notify you in writing whether we have accepted or declined your application.

## Working Together

---

### Making the most of our partnership:

#### 1. Your Application

The information you provide in the application form helps us to assess your request, but we may also use it to promote your event or activity – so remember to include all the details that may be interesting or useful.

#### 2. Logo Usage Guidelines

At the start of your sponsorship we will provide you with our logo usage guidelines. The logo must be used in accordance with these guidelines.

#### 3. Providing Updates

If you forward regular updates to our Sponsorship Manager, we will use the information where possible to promote your event to our staff and through our website.

#### 4. Providing Photographs

If you provide photographs, we may use them to promote your event on our website and in corporate publications. It is your responsibility to make sure we have permission to use them.

#### 5. Summary

At the end of your event, you must send us a brief summary of your sponsorship activity including participants, promotion and media received.

# Sponsorship Application

Please use this form as a template.

**Provide typed applications and supporting materials to:**

The Sponsorship Manager, Corporate Communications  
 Power and Water Corporation  
 GPO Box 1921  
 DARWIN NT 0801  
 Or by email: [sponsorship@powerwater.com.au](mailto:sponsorship@powerwater.com.au)

Please send applications for events at least three months before the event. Sometimes we may need to contact you for more information or to arrange a meeting with your representatives.

Applications will not be assessed unless this form is received.

## Contact Details

Name of Organisation	
Contact Person	
Telephone	
Facsimile	
Email	
Address	

## About your Organisation

When was your organisation founded and how many employees / members do you have?

What is your organisation's vision or mission, and long-term goals?

Who is your audience? Provide size, demographics, memberships, etc.

Have you previously sought sponsorship from Power and Water? If so, please provide details.



## About your Sponsorship Activity

---

Name of Sponsorship Activity

Do you have a marketing plan for your activity? If yes, please provide a copy.

What are the objectives of this activity and how do they align with Power and Water's corporate objectives and values? (View our Annual Report – [www.powerwater.com.au](http://www.powerwater.com.au) – About Us)

What is the investment required (inc. GST) from Power and Water? Please provide a breakdown of how this investment will be used.

Which of the following categories does your event / project / activity fall into?

Arts/Culture ▪ Business ▪ Community ▪ Children ▪ Environment ▪ Sport ▪ Technology

If it is an event provide all dates and locations.

Please describe other assistance being sought from Power and Water.

(For example: merchandise, corporate material, staff involvement)

Describe any risks associated with the sponsorship event / project / activity.

(For example: potential media issues, accidents, injuries, and cultural or political sensitivities).

How many organisations are sponsoring the event / project / activity. (Please list all sponsors)

Approximately how many people will be reached through the sponsorship?

What are the tangible benefits to the community?

What are the potential benefits to Power and Water? Please describe the opportunities for naming rights, signage, community engagement, promotional material distribution, and media exposure.

In addition to the potential benefits listed above, tell us your creative ideas about how Power and Water can benefit from this partnership.

