



Central Highlands Water Sponsorship Guidelines

Introduction

This document outlines the guidelines for members of the community who are seeking sponsorship from Central Highlands Water.

Central Highlands Water is one of 15 water corporations which supply water and wastewater services to industrial, commercial and residential markets within regional and rural Victoria.

The Central Highlands Water Sponsorship Policy is designed to support the various communities in which it operates. Central Highlands Water provides support to sponsorships at corporate, commercial and local community level.

All Sponsorship Applications Forms are managed by Central Highlands Water's Sponsorship/Events Coordinator.

It is strongly recommended that applicants read the Sponsorship Guidelines prior to completing the Sponsorship Application Form, found at the end of these guidelines.

Central Highlands Water provides sponsorship to successful applicants in three categories:

1. In-kind sponsorship
2. Requests less than \$500
3. Requests greater than \$500

All relevant sections of the Sponsorship Application Form must be completed for the application to be considered. Additional information may be attached to the back of the Sponsorship Application Form.

Applicants should note that sponsorship funds are limited which means that Central Highlands Water will not always be able to approve applications which meet the published guidelines.

For the purpose of these guidelines the word "events" refers to and includes events, activities, projects, programs and other similar sponsor related activities.

Guidelines

Types of sponsorship which will be considered

Central Highlands Water will consider sponsoring events that clearly define:

- Benefits to Central Highlands Water.
- A plan to achieve objectives.
- A defined target audience/group.
- Specific achievable outcomes.
- A monitoring/evaluation plan.

Types of sponsorship which will not be considered

Sponsorship funding will generally not be provided for:

- Events, which do not provide opportunities for the promotion of Central Highlands Water.
- Individuals or unincorporated groups/bodies, which do not have an Australian Business Number.
- Applicants unwilling to provide sufficient details on the proposed program.
- Events intended to provide private profit or gain.
- Organisations that have not fulfilled previous sponsorship obligations.
- Retrospective funding or budget deficits.
- Water companies with competing interests
- Events that involve gambling
- Beauty contests/pageants
- Events which discriminate against any persons, organisations or groups.
- Events which exploit animals.
- Events that have limited audience appeal or organisations that do not function for the wider benefit of the community.
- Donations to any individuals, groups or organisations. Donations may only be made during times of significant disaster where the donation will assist a general community to recover from adversity.
- Organisations that have other water related sponsors or providers.



Application for in-kind Sponsorship

- Events that qualify under the guidelines outlined earlier and also individual schools and sporting/recreational clubs may apply for in kind sponsorship which may include promotional items.
- The Central Highlands Water promotional items supplied to the successful applicant are not to be used in order to gain any financial benefits.
- Promotional items may be supplied as sponsorship in limited quantities.
- If you are a successful applicant you must provide opportunities for Central Highlands Water to be promoted during the use of the items, including on social media.

Assessment of Application

Sponsorship Application Forms are assessed by the Central Highlands Water Event Coordinator according to the availability of funds and the criteria outlined in these Guidelines. Other criteria used to assess applications include:

- Proposed benefits to the whole community.
- The relationship between the financial assistance sought and the proposed benefits to Central Highlands Water.
- The applicant's demonstrated ability to manage the event and sponsorship funds.
- The completion of all previous contractual obligations on behalf of the applicant.



Applicant Responsibilities - Sponsorship

If you are a successful applicant you will be required to sign a formal agreement with Central Highlands Water, which may include:

- An overview of the sponsorship, as detailed in the Sponsorship Application Form previously submitted by you to Central Highlands Water.
- The sponsorship benefits to Central Highlands Water.
- The terms of agreement, the level of sponsorship and schedule of payments or in-kind sponsorship.
- Identification of all parties involved.
- Verification of agreed use of sponsorship funds.
- Performance criteria, including evaluation methods and reporting requirements.
- Identification of Central Highlands Water as the sponsor in all promotional material, at the event and on social media.
- Confirmation that Central Highlands Water is the only water related sponsor and water provider during the event.

If you are a successful applicant, you will be required to fulfil the following requirements:

- To co-operatively liaise with Central Highlands Water to develop promotional strategies.
- To market promotional messages, as negotiated with Central Highlands Water in all promotional materials and activities, including on social media.

Monitoring and Evaluation of the sponsored event

If you are a successful applicant you may be required to regularly report to Central Highlands Water throughout the sponsorship period.

You may also be required to assess the sponsorship and its impact. This assessment may include market research conducted by the successful applicant to determine:

- Attendance figures.
- Evidence of participation of the target audience.
- Recognition rates and responses to Central Highlands Water promotional messages.
- Evidence of exposure and marketing of Central Highlands Water promotional messages including media coverage and social media.



Application Form for all categories of Sponsorships

All applicants are required to provide the following information to Central Highlands Water in this Application for Sponsorship (**whether requesting in-kind Sponsorship, below \$500 or \$500 and above**).

Date of submission _____

Sponsorship Type (Please Tick)

- Arts and Culture
- Education
- Charity/welfare
- Health
- Community Organisations
- Sports
- In kind support
- Other _____ (please specify)

Sponsorship Category (Please Tick)

- Application for Sponsorships of in kind sponsorship and promotional items
- Application for Sponsorships of less than \$500
- Application for Sponsorships of \$500 or more

Name of Organisation: _____

Australian Business Number: _____ (*ABN must be provided to be considered*)

Are you registered for GST? Yes/No (*circle which applies*)

Contact Person: _____

Position/Title: _____

Postal Address: _____

Daytime telephone: _____ Mobile: _____

Email: _____

Amount of Sponsorship Sought: \$ _____

Details of in-kind sponsorship sought (*eg: number of items*): _____

Sponsorship event: _____

Event Date/s: _____



Description

- Please provide a description of the proposed event/s, including objectives, outcomes and benefits.

- Details of all other sponsors (proposed and confirmed) and any exclusivity arrangements.

Target audience/participants

- What is the target audience and the number of people expected to view, or participate in, the proposed event?

Sponsorship benefits

- What are the benefits to Central Highlands Water in sponsoring the proposed event?

Promotion

- What opportunities are there available for Central Highlands Water's promotional messages to be marketed, including on social media?

- The strategies proposed to launch, publicise and promote the event, including social media strategies.



- The opportunities available for Central Highlands Water to be promoted in association with the event, including signage, displays, naming rights etc, including social media.

- If requesting promotional items please state the intended use of these items.

Evaluation

- The evaluation techniques and performance indicators to be used to measure the effectiveness of Central Highlands Water sponsorship.

Date, Time and Location

- Please state the date, timing and locations associated with the proposed event.

- Proposed running sheet for the event.



Organisation, staffing and management

- Please list the contact details of all relevant personnel and their role.

Name: _____ Email: _____
Role: _____ Telephone: _____
Address: _____

Name: _____ Email: _____
Role: _____ Telephone: _____
Address: _____

- Please give an outline of the organisation's current and proposed major functions

Budget

- Please state the amount of sponsorship sought from Central Highlands Water, and any other sources of funding.

Other

- Details of any application to, or any sponsorships previously received from Central Highlands Water.

Please note: Applicants requesting sponsorship of \$500 or more must also provide the following information .



Additional information for Sponsorships of \$500 or more

If you are applying for a sponsorship of \$500 or more, you are required to provide the following **additional** information to Central Highlands Water.

Experience

- Details of any previous sponsorship performance.

- Your organisation’s relevant experience and credentials, particularly in relation to event and funds management and delivering benefits to the sponsor.

- Curriculum vitae (including relevant experience details) of key management and staff involved in the event.

Budget

- A breakdown of all major expenditure and income associated with the event.

Financial Report

- A copy of the applicant organisation’s financial reports for the latest full financial year.

Please attach to the back of the Sponsorship Application Form under heading “financial Reports”.



Submission of Application

All sections of the Sponsorship Application Form relevant to your sponsorship category must be completed in type or clearly written in black or blue ink for it to be considered. Additional information may be attached to the back of the Sponsorship Application Form

Applications should be forwarded to:

Central Highlands Water
Sponsorship and Events Coordinator
PO Box 152
Ballarat Vic 3353

Internal Office Use Only:

Application Assessment: Approved / Declined

Application for Sponsorships of in kind sponsorship and promotional items

Items Collection/Delivery Date: / / 2019

Application for Sponsorships of less than \$500

Purchase Order Number: _____

Application for Sponsorships of \$500 or more

Purchase Order Number: _____

Issuing Officer (Print Name): _____