

Sponsorship Applicant Guidelines

Please read these guidelines carefully before applying for a Sunwater sponsorship.

Sunwater is committed to supporting not-for-profit organisations and community groups dedicated to making a difference and providing lasting benefits in our communities.

We aim to create mutually beneficial relationships with organisations and community groups where we share common values. Our sponsorship program focuses on the following priority areas:

1. Regional growth and development

Contribute to the agriculture and water industry for improvements providing community benefits, such as initiatives or events improving livability or tourism.

2. Education for regional and rural communities

Improve educational outcomes in areas of safety, agriculture and water and build capability and knowledge in the water industry or related trades

3. Health and wellbeing

Improve the health and wellbeing of our customers and community by focusing on increased physical activity and mental health.

4. Environment and sustainability

Contribute to the protection and conservation of biodiversity in rivers, creeks and waterways to build a sustainable future.

5. Community safety and resilience

Educate the community on the importance of safety around regional waterways and/or build community resilience to deal with the extreme weather and natural disasters that are a part of living in Queensland.



What are we looking for?

Every sponsorship application will be assessed on three guiding principles:

Brand reputation Create awareness, interest, positivity and goodwill for the Sunwater brand	Social benefits Generate sustainable benefits for communities	Business goals & objectives Initiatives align with our business strategy and objectives
We support: Partners willing to be advocates for our business, share common values and provide opportunities to positively promote our Sunwater brand	We support: Long-term partnerships providing mutual sustainable benefits to help our communities be future ready, develop knowledge or drive generational change	We support: Partnerships, events and programs aligning with our business objectives, located in our areas of operation and supporting our community engagement strategy
We won't support: Political cash donations, or organisations with nonaligned values or programs that already have significant support from competitors or 'brand saturation'	We won't support: Short term fixes or individual pursuits, organisations or initiatives that are environmentally negligent	We won't support: Programs exclusively benefiting regions where we don't operate or are not aligned with our business or community engagement strategy

How to apply

Applications can be submitted via our [online application](#). If you have supporting documentation (e.g. prospectus, cover letter, flyer or business case), please email the documentation to sponsorship@Sunwater.com.au.

Applicants should be an incorporated non-for-profit organisation or community group.

To be eligible for funding, your event, project or initiative must be relevant to a specific region where Sunwater operates. Refer to the Sunwater operations map for more information.

How we evaluate

Sponsorship applications are evaluated against a set of defined sponsorship criteria.

To ensure we have enough time to review your proposal and, for approved sponsorships, to finalise our sponsorship agreement, please allow **at least six weeks**. We encourage you to apply as soon as possible so we can work together and provide the appropriate support in preparing for your event or initiative.

Sunwater's decision is final and not all applications will be deemed successful, even when application guidelines have been met.

Approved sponsorships

If successful, the sponsorship will be formalised through a written Sponsorship Agreement which you will need to sign and return to Sunwater along with a supplied vendor registration form.

All promotional material featuring Sunwater's name and logo must be approved by Sunwater prior to production.

At end of the sponsorship, you will be asked to complete a close out report on outcomes and audience attendance in line with the Agreement. This report must be sent back to Sunwater within **one month** post the event/initiative.

The Organisation may invoice Sunwater for the sponsorship amount within 14 days of the date of the signed Sponsorship Agreement. Invoices must be in the form reasonably required by Sunwater. Sunwater will pay the Organisation the sponsorship amount within 30 days of receipt of the invoice.

Sponsorship does not include:

- cash only donations or the provision of ongoing funding for the operations of not-for-profit organisations
- political parties, organisations or candidates
- organisations or initiatives which discriminate against origin, age, race, religion, gender or ability
- organisations or initiatives that are environmentally negligent
- monies paid through a bidding process to attract events
- endorsements, bequests or gifts, which impose no obligations on the receiver and offer little or no return to the donor
- funding to individuals including staff or individual support to attend training courses, academic studies, travel, fundraising for another organisation or other such activities is also not considered sponsorship
- organisations or activities that are linked to or deemed likely to promote gambling, smoking, alcohol and/or drugs
- activities that may be considered high risk or that may expose Sunwater to legal liability, loss of reputation or public criticism

Sunwater reserves the right to limit access to its property for the purposes of a community activity or event and any permission gained through the appropriate channels to hold an event on Sunwater land does not infer that Sunwater will support (either financially or in kind) the event.