

# Sponsorship Application Form

Westernport Water is a long-time supporter of local organisations, charities, not-for-profit community groups and events within our service area, via our [Sponsorship and Donations Policy](#).

Westernport Water provides sponsorship and donations to support **events, projects and campaigns** that align with the Corporation's strategic objectives and demonstrate relevance to our products and services. We believe it is important that the initiatives and projects we support make an impact to our region, building positive change in our local communities.

## Eligibility

**To be eligible for sponsorship or a donation from Westernport Water your application MUST meet the following criteria:**

- your event or project MUST be located or held within Westernport Water's service area. View our [service area map on our website](#)
- provide evidence of [not-for-profit registration or registered charity](#) (e.g. incorporated community group, management committee, sporting club, volunteer group or school)
- must be single use plastic water bottle free (If you are requesting event support)
- recognise Westernport Water as a Sponsor and/or Event Partner.
- positively promote Westernport Water by aligning with the key themes listed above.

## Assessment Criteria

**In making a commitment to sponsor or donate outside our annual [Community Support Program](#), Westernport Water will assess all additional applications against the remaining budget and the following assessment criteria:**

- does it support the achievement of the Corporation's strategies, goals and objectives?
- does it positively promote Westernport Water's products or services?
- does it align with or support key themes (*healthy people, healthy communities and healthy planet*)?
- does it help engage or build stakeholder/community relationships and provide shared benefit?
- does it enhance Westernport Water's identity and reputation?

When sponsorship is provided, the sponsored organisation must ensure public acknowledgement of Westernport Water's support, which complies with our Brand and Style Guide and clearly indicates the support for the sponsored activity.

**For more information, please refer to our the following Community Support Program documents:**

- [Terms and Conditions](#)
- [Frequently Asked Questions](#)

### IMPORTANT NOTE:

Sponsorship Application form must be completed and returned with any supporting material to the Communications & Engagement Team - [communications@westernportwater.com.au](mailto:communications@westernportwater.com.au)

## Event / Project / Campaign category

- |  |  |
|--|--|
| <input type="checkbox"/> Water and wastewater literacy / education | <input type="checkbox"/> Water conservation                                |
| <input type="checkbox"/> Environmental wellbeing / sustainability  | <input type="checkbox"/> Health & wellbeing / liveability of our community |
| <input type="checkbox"/> Social wellbeing of our community         | <input type="checkbox"/> Cultural Heritage / Aboriginal water values       |
| <input type="checkbox"/> Arts & Culture                            |  |

## Applicant details

Organisation name:

### Business details:

ABN / ACN:

Registered for GST? (please tick) ☐ Yes ☐ No

### Address:

Street no:  Street name:

Suburb:  Post code:

### Contact details:

Contact name:

Contact position title:

Phone no:

Email address:

## Type of sponsorship requested (select all that apply) ([for more info on each category - click here](#))

- |  |   |
|--|---|
| <input type="checkbox"/> Event support<br>(up to \$1,000)  | <input type="checkbox"/> Financial support for minor projects/campaigns<br>(up to \$3,000)      |
| <input type="checkbox"/> Permanent water stations (fountains)<br>(up to \$3,000 - balance paid by applicant) | <input type="checkbox"/> Choose Tap funding and merchandise<br>(limits or conditions may apply) |
| <input type="checkbox"/> In-kind support<br>(limits or conditions may apply)                                 | <input type="checkbox"/> Donation<br>(limits or conditions may apply)                           |

Description of financial and/or in-kind support requested (specific amounts):

## Event / project details

Name of event / campaign / project:

Date and duration of event / campaign / project:

Description of event / campaign / project:

List all charities or community groups that will benefit from or receive proceeds or profits from your event / campaign / project:

Target market(s) for the event / campaign / project:

The marketing message to be communicated by the event / campaign / project:

Sponsors sought for this event / campaign / project: (please include names of all organisations approached):

Please provide details of any sponsorship or donations that have already been confirmed for this event / project:

Names and contact details of referees who may confirm your ability to successfully run the event / project.

Will Westernport Water's logo appear in any advertising or promotion of this event? (please tick) ☐ Yes ☐ No

Please describe all proposed promotion of our sponsorship or donation:

Please use this space to provide any further information that may help your application:

Applicant name:

Signature:

Date:

Westernport Water collects names and contact details on this form for the purpose of assessing your application for sponsorship. Westernport Water will keep personal details provided strictly confidential. If you wish to know what Personal Information about yourself is held by Westernport Water, you may request it in writing from the Corporation's Privacy Officer. For further information please access our Customer Privacy Charter on the Westernport Water website [www.westernportwater.com.au/contact-us/privacy/](http://www.westernportwater.com.au/contact-us/privacy/)