

SA Power Networks - sponsorship guidelines

As South Australia's electricity distributor, SA Power Networks is one of State's largest organisations, with a proud and long history of supporting our community.

We support community groups, projects, events and programs that are ethical and socially responsible and which raise awareness of our role and our commitment to South Australians.

Our sponsorship focus is directed toward the following categories:

- Community
- Health and sport
- Arts and culture
- Energy and the environment
- Education and vocational training.

Applications must clearly describe how the proposed sponsorship meets the criteria set out below, and demonstrates benefits to SA Power Networks and the South Australian community.

Community

As the State's sole electricity distributor and a major employer, SA Power Networks has a crucial role in the South Australian community. We look for sponsorships aimed at enhancing our community. This may include shows, events, exhibitions and local festivals that have a broad audience appeal and benefit the wider community.

Health and sport

The health and well being of our people is a major focus at SA Power Networks. We will consider sponsorship applications for health and sport related initiatives that contribute to the wellbeing of South Australians. Sponsorship proposals facilitating improved health practices are encouraged.

Arts and culture

Art and culture is an essential part of our quality of life in South Australia. SA Power Networks seeks programs and activities that enhance access to the arts, cultural development and creative excellence within South Australia.

Energy and the Environment

The management of customer demand at times of peak electricity use reduces the need for costly expansion of the electricity supply system and the cost impact of this on customers. SA Power Networks welcomes proposals that will promote the community benefits of demand management strategies, plus opportunities for customers to adopt demand management practices.

Education and Vocational Training

As a major employer and a leading training organisation, we value the benefits that education and vocational training bring to individuals and our community. We encourage proposals from organisations that respond to training needs, with a particular focus on empowering a diverse range of people to take up education and training opportunities.

A youth education element across all of the above categories, whether direct or indirect, is also encouraged.

Essential Criteria

SA Power Networks' sponsorship support must:

- Deliver benefits to the South Australian community;
- Show an alignment with SA Power Networks' role within the community;
- Raise awareness of our commitment to South Australians; and
- Make a positive contribution in one or more of the five areas of SA Power Networks' sponsorship focus [above].

The sponsored organisation must have an appropriate level of public indemnity insurance.

Assessment Criteria

Criteria used to assess applications include:

- Proposed benefits to the community.
- The relationship between the assistance sought and the proposed benefits to SA Power Networks.
- Demonstration of the applicant's ability to manage the project and sponsorship funds and to deliver the proposed benefits.
- The completion of all previous contractual obligations on behalf of the applicant.

SA Power Networks will not sponsor:

- organisations, individuals or bodies unwilling to provide sufficient details on the proposed program;
- political organisations;
- activities intended to provide the sponsored body with private profit or gain;
- organisations that have not fulfilled previous sponsorship obligations;
- sporting and recreational organisations not affiliated with a national parent body;
- retrospective funding or budget deficits;
- conferences, tours;
- gambling;
- beauty contests/pageants;
- projects that discriminate against any persons, organisations or groups;
- activities or events that exploit animals;
- activities or events that could be detrimental to public health or safety; or
- activities or events that promote or encourage smoking, alcohol or any substance abuse.

Agreements

All financial sponsorships are to be formalised by an appropriate agreement, which defines the level of support and deliverables to SA Power Networks.

Applications for sponsorship are to be categorised into sponsorships of less than \$20,000 and sponsorships of \$20,000 or more. The latter sponsorships will require applicants to provide more detailed information at the time of application and possibly during the course of the sponsorship. The Level of information required is at the discretion of the Manager Sponsorships and Special Events, SA Power Networks.



Post Implementation Reviews

Post implementation reviews may be required to be conducted to assess the effectiveness of sponsorships and provision of service in kind over \$20,000.

Obligations in return for sponsorship

Successful applicants will be expected to sign a formal agreement with SA Power Networks that may include:

- an overview of the sponsorship, as detailed in the application;
- the sponsorship benefits;
- commitment to develop promotional strategies with SA Power Networks;
- the terms of agreement, the level of sponsorship and schedule of payments/in kind support/other support;
- identification of the parties involved;
- financial accounting requirements;
- performance criteria, including evaluation methods and reporting requirements;
- identification of SA Power Networks as the sponsor in all promotional material and at the event/activity;
- sponsorship evaluation and reporting schedule.

Applicants are required to provide the following information

- The organisation's history and long term goals.
- A description of specific outcomes to be supported by the sponsorship and how those outcomes will be achieved.
- The requested contribution from SA Power Networks (dollars and/or in-kind) an overview of sponsorship benefits for their organisation, the South Australian community and SA Power Networks.
- The defined target audience/group and the expected reach of the sponsorship (how many people will see, attend, be involved).
- An advertising or promotional plan.
- How the sponsorship will be managed and what reporting will occur.
- How the sponsorship benefits will be measured.
- The dates associated with the sponsorship.
- The possibility for SA Power Networks' employees to be involved; if so, how?
- A list of other sponsors associated with their organisation.
- Contact details.

Timing and submission of applications

We receive a substantial number of sponsorship applications, which are assessed against the strategically aligned sponsorship criteria.

It is preferred that at least four months notice be given.

All applications will be acknowledged on receipt. We will seek to respond to all applicants within 20 working days; however more complex submissions may take up to 30 working days.

Applications can be submitted by forwarding two copies, typed on A4 paper and unbound (please do not submit in a special folder or bound) to:

Sponsorship & Special Events Manager



SA Power Networks
GPO Box 77
ADELAIDE SA 5001

