

1. General Criteria:

1. Lower Murray Water’s (LMW) Sponsorship and Donations Program accepts proposals from community-based groups/organisations and schools for events that meet **at least two** of the following criteria:
 - Promote and encourage the responsible use of water and its conservation;
 - Are environmentally responsible;
 - Have a social benefit to our service region, or the wider community;
 - Have a distinct benefit to at least one section of our target market; or
 - Educate the communities in our service area about water and wastewater
2. We encourage all events to be both Waterwise and Wastewise
3. We prefer to sponsor events held within our service area. However, exceptions may be made for events that are held outside the district that we believe are worthy of support. If the event is outside the area, a clear benefit to members of one or more of our target groups must be clearly demonstrated. Examples of this could be an educational conference with an environmental theme, or local sporting teams attending interstate competitions
4. Any event we support **must be socially inclusive** in terms of participants and audience and must not exclude any section of the community. Under no circumstances will we support events which exclude people based on culture, gender, race, religion or disability
5. We will not support groups or their events which:
 - Are for an individual’s personal gain or self interest
 - May lead to a conflict of interest for us
 - Denigrate or offend the community
 - Involve or promote unsafe practices or breaches of accepted community standards
6. We will not support any events that are affiliated with any party political organisation or political lobby group, nor will we support requests for non-specific projects from any religious group
7. The terms “event” and “events” encompass activities, projects, programs and annual and one-off events

2. The Application Process:

1. In order to request sponsorship of their group/event or a donation, groups are required to complete the “Sponsorship and Donations Program Request Form”, which is available at any LMW office, or may be downloaded from the website www.lmw.vic.gov.au/sponsorship
2. Groups should be aware of the closing dates as below for sponsorship/donation support:

Event Date	Application Closing Date
1st January–31st March	8th December
1st April–30th June	8th March
1st July–30th September	8th June
1st October–31st December	8th September

3. **Incomplete or un-signed forms cannot be accepted and will be returned.** If a question is not applicable please note this. (eg N/A)
4. Outcome of you application will be advised within 3 weeks of the closing date.
5. Support is **not** guaranteed and where given will only be made available at a mutually agreed time.
6. Certain requirements may be placed on the recipient group and these will be discussed before the sponsorship is confirmed. As a minimum, we will require photos of the event, ideally showing how our support (merchandise) has been used.
7. Recipients will be required to provide us with an evaluation of the event that includes (at a minimum) the success of the event in terms of its primary goal and if the requirements of the sponsorship or donation were met.

Request Form

Sponsorship and Donations Program



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EVENT DATE	APPLICATION CLOSING DATE
1 January - 31 March	8th December
1 April - 30 June	8th March
1 July - 30 September	8th June
1 October - 31 December	8th September

Before completing and submitting this form, please read our 'Sponsorship and Donations Program Guidelines'.

WHICH CRITERIA DOES YOUR REQUEST MEET? (Tick all those that apply to your activity/event.)

- Has a distinct benefit to our target market (Refer to Question 19 for Target Market)
- Your specific event promotes and encourages the responsible use of water and its conservation
- Has a social benefit to the Lower Murray Water service region, or the wider community
- Is environmentally responsible.
- Educates the communities in our service area about water and wastewater

Please note – your activity/event **MUST** meet at least **TWO** of these criteria to be considered.

Is your request for

Sponsorship LMW expects an opportunity to promote our name i.e. display of banner, printed advertisement.

Donation Little or no commercial return is expected to be received by LMW.

ORGANISATION/GROUP DETAILS (Who are you?)

1 Group name	
2 Full postal address	
3 Contact person	
4 Position	
5 Phone (during day)	
6 Mobile	
7 Email	
8 Event website	
9 Do you have social media links?	<input type="checkbox"/> Twitter <input type="checkbox"/> Facebook <input type="checkbox"/> Instagram <input type="checkbox"/> YouTube
10 Is your group "not-for-profit"	<input type="checkbox"/> No <input type="checkbox"/> Yes
11 Type of group	<input type="checkbox"/> Incorporated Association <input type="checkbox"/> Unincorporated Association <input type="checkbox"/> School <input type="checkbox"/> Business <input type="checkbox"/> Other _____

SUPPORT REQUESTED FROM LOWER MURRAY WATER (What are you hoping Lower Murray Water can supply?)

12 What support would you like us to provide:

Financial Assistance (please indicate dollar amount) \$ _____


Merchandise (please indicate what type and the quantity sought)

SUPPORT REQUESTED FROM OTHERS (What assistance have you requested from others?)

13 Have you requested support from other businesses or groups for this event /activity:

No Yes – Please indicate if any of these are water related and what they are supplying

SPECIFIC EVENT / ACTIVITY DETAILS (What event or activity do you want Lower Murray Water to support?)

14 Title/Name of your event	
15 Event Description	
16 Date of Event/Activity	
17 Full physical address where event will take place	
18 Attendee numbers	Total number of people expected to attend: <input type="text"/>  Of this total number how many are children: <input type="text"/>
19 Which of Lower Murray Water's target markets will this event appeal to?	Indicate which of our target markets will be attracted to this event (or who is this event aimed to assist). <i>More than one target market can be selected.</i> <input type="checkbox"/> Urban/residential customers <input type="checkbox"/> Rural customers <input type="checkbox"/> Business/Industrial customers <input type="checkbox"/> Indigenous Community <input type="checkbox"/> The Next Generation (children) <input type="checkbox"/> CALD Community
20 Is there a cost involved for those attending?	<input type="checkbox"/> No <input type="checkbox"/> Yes – please indicate how much: \$ _____
21 Do you have any supporting documentation or additional information?	<input type="checkbox"/> No <input type="checkbox"/> Yes – please attach to your application

RECOGNITION FOR LMW (How will Lower Murray Water be identified as a supporter?)

22 How will your group acknowledge LMW's support? (LMW will expect to be able to display a banner/sign or be acknowledged in printed material)	<input type="checkbox"/> Printed material (incl. newsletters, advertising, programs, flyers, guides etc)	<input type="checkbox"/> Display a LMW banner or corflute sign at the event
	<input type="checkbox"/> Radio/TV advertising	<input type="checkbox"/> On your website
	<input type="checkbox"/> Tag Lower Murray Water in your social media mentions	<input type="checkbox"/> Other: _____
Do you require the Lower Murray Water logo supplied to you in digital form: (jpeg, eps, tif etc) <input type="checkbox"/> No <input type="checkbox"/> Yes		

PREVIOUS SUPPORT HISTORY (Has Lower Murray Water assisted your group before?)

23 Has your group received support from Lower Murray Water in the last 12 months?	<input type="checkbox"/> No <input type="checkbox"/> Yes – please indicate what was provided and for what event/activity:
24 Has your group received support from Lower Murray Water in the past?	<input type="checkbox"/> No <input type="checkbox"/> Yes – please indicate what was provided and for what event/activity:

DECLARATION

In signing below, I (name) _____ confirm:

- The information supplied on this form is true and accurate to the best of my ability
- Our group understands Lower Murray Water:
 - is in no way obligated to support our group or event/activity
 - will request photographs of the event/activity to use in promotional formats, including in social media
- Goods are not to be used for resale.
- I am authorised by our group to make this request

Signature: _____ Date: ____ / ____ / ____

PLEASE NOTE: Lower Murray Water is committed to protecting personal information provided by you in accordance with the principles of the Victorian privacy laws. The information you provide will be used to provide products or services and will generally be made available to the necessary employees/contractors to allow these to be provided to you. If all of the requested information is not provided, your request/application may be delayed. You may access the information you have provided to LMW by emailing us at privacy@lmw.vic.gov.au.

Please forward your completed document (and any supporting documentation) to: Sponsorship and Donations Request, Lower Murray Water, PO Box 1438, Mildura Vic 3502 or via email to: admin.sponsorship@lmw.vic.gov.au

www.lmw.vic.gov.au | T 03 5051 3400 | E admin.sponsorship@lmw.vic.gov.au

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