

Lower Murray Water's Sponsorship and Donations Program aims to support members of our community through activities, events and programs.

Sponsorships are administered in line with the Victorian Government Sponsorship Policy and our vision for 'a healthy and sustainable water future underpinned by an LMW culture of performance excellence, built in partnership with our staff, customers, and communities'.

We provide three types of sponsorship to community-based groups and organisations:

1. Merchandise

LMW-branded merchandise such as water bottles and other items related to our business are available for groups to promote water education.

2. In-kind

Portable Water Refill Stations are available for community or sporting events of more than 50 expected participants. This in-kind sponsorship is provided by us, however, loss of parts or damage to units must be paid for by your organisation.

Guest speakers/workshops can be arranged for community events. We can cover topics such as water conservation in the home and garden, water and wastewater treatment processes and water quality.

3. Financial

Amounts of up to \$5,000 are available for events and activities.

All sponsorship applications are assessed against the sponsorship criteria below.

Sponsorship Criteria

The event/activity must be held within our service region or be aimed at people who reside in our service region and must meet at least one criteria from the each of the following criteria categories and one or more of the target market groups:

Water related criteria

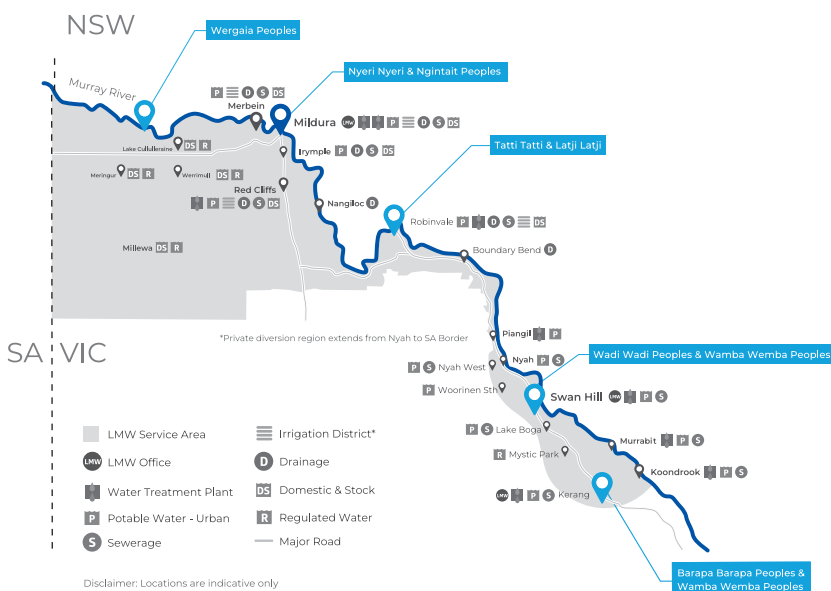
- promote and encourage the responsible use of water and its conservation
- educate the communities in our service area about water, sustainability, and environmental conservation.

Social and sustainability criteria

- demonstrate sustainable practices
- provide a social benefit to our service region and communities
- provide a distinct benefit to at least one of our target markets
- be socially inclusive
- be gender inclusive

Our target markets

- Residential customers
- Irrigators and growers
- Early years and school children
- Local businesses
- Aboriginal and Torres Strait Islander community
- Culturally and linguistically diverse community



Events/activities not supported

The following types of events/activities are not eligible for funding. Events that are:

- for an individual's personal gain or self-interest
- hosted by a political organisation or events that are affiliated with any political party or purpose
- hosted by a religious group or a religious event unless the event is non-denominational and demonstrates a broader benefit to the community
- events that denigrate or offends the community
- private events that cannot be broadly accessed by the community
- involve unsafe practices or breach accepted community behaviours
- if the funding will be passed on to a third party in the form of a sponsorship or grant

Agreement

If a request for sponsorship is successful, we will notify you and forward an agreement for signing that outlines the sponsorship terms and obligations, including use of our logo on promotional materials (we will send you out logo electronically). Signage is also available to use at community events.

Evaluation

Successful sponsorship applicants will be required to complete an evaluation of activities/events. We will send you an evaluation form to complete which will include a summary of the event, number of participants, any feedback, and photographs with approval for us to reproduce on our website, social media and in other publications.

Application timelines

Applications are open year-round but must be submitted at least six weeks prior to the event/project date to enable assessment and sufficient time to source any merchandise requested. Organisations and groups are only eligible to receive funding or merchandise once per financial year.

Applications

All applications for sponsorship or donations must be made using our Sponsorship and Donation Application Form, available on our website www.lmw.vic.gov.au

Applicants will be notified of the outcome within three weeks. Please note we may require further information to assess an application. Lower Murray Water retains full discretion in awarding all sponsorship.

References

These guidelines are in line with:

- *Water Act 1989*
- Victorian Government Sponsorship Policy
- Code of Conduct for Victorian Public Sector

Completed forms can be submitted to the following addresses:

Email to: admin.sponsorship@lmw.vic.gov.au

Mail to:

Engagement Officer
Lower Murray Water
PO Box 1438, Mildura Vic 3502