

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

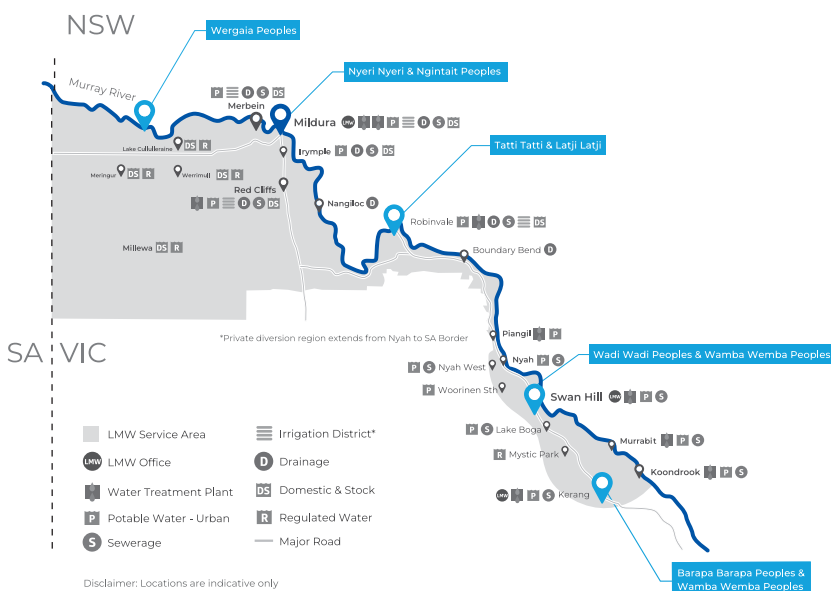
- promote and encourage the responsible use of water and its conservation
- educate the communities in our service area about water, sustainability, and environmental conservation.

### 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](http://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](mailto:admin.sponsorship@lmw.vic.gov.au)

## Mail to:

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

# Sponsorship and Donations Program

## Tips for applying

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

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

The document has been created to assist community groups and not-for-profit organisations when completing their sponsorship and donations requests.

The requirement is for all community groups and not-for-profit organisations to meet at least one water related **AND** one social and sustainability criteria. See the criteria below:

### 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.
- be socially inclusive.
- be gender inclusive.

We suggest using the description box to elaborate on how your event or initiative meets these criteria points. If there is not sufficient space in the description box, please provide an attached document in your submission. See below for more handy tips.

### Merchandise

When requesting merchandise, we suggest including the following information in your application:

- Required quantities.
- Detail in what capacity the merchandise will be used (e.g., event showbag)
- Identify the target market for the merchandise (e.g., primary school aged children).

### In-kind

When requesting in-kind sponsorship, specify the following:

#### Hire of our portable water refill station.

Why you require hire of the station and what impact it will make on your event or initiative.

#### Guest speakers/workshops

Specify what topics you would like presented by a representative of LMW.

Topics may include:

- Water conservation in the home and garden
- Water and wastewater treatment processes
- Rural water and irrigation

### Financial assistance

Requests for financial assistance up to \$5,000 will be considered.

When requesting financial assistance, specify the following:

- What will be purchased with the funds.
- Include how these materials are relevant to the event or initiative.
- If you are unsure about how funding will be spent, please specify this in your application.
- If you are requesting the maximum sponsorship amount (\$5,000) we require in depth detail on how the event/initiative meets the criteria.

# Sponsorship and Donations Program

## Application Form



Lower Murray Water is proud to support our local community including through the Sponsorship and Donation Program. Please read the guidelines available on our website before completing this form. 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.

### Organisation/group details (Who are you?)

Organisation/group name

Postal address

City/town

State

Postcode

Authorised contact person

Position title

Mobile/daytime phone number

Email address

Social media channels

Website address

Is your organisation/group not for profit?

Yes

No

Type of group

Incorporated Association

Unincorporated Association

School

Business

Other

### Initiative/event overview

Title/name of your event

Date of event

Time of event

:

am/pm

Location of event

Expected attendee numbers

Of this total, how many are children?

Is your request for

Merchandise

QTY

- 800ml drink bottles

For more specific items, contact: [comms@lmw.vic.gov.au](mailto:comms@lmw.vic.gov.au)

In-kind

- Portable water refill station for hire
- Guest speakers/workshops covering topics such as water treatment, conservation around the home or water and waste water processes.

Financial assistance - please indicate:

\$

How will Lower Murray Water be identified as a supporter?

Radio/TV advertising

Display a LMW banner/sign

Social media

Website

Print materials

Other

### Initiative/event overview continued

#### Which LMW target market will this initiative/event appeal to?

Residential customers

Early years and school children

Aboriginal and Torres Strait Islander community

Irrigators and growers

Local businesses

Culturally and Linguistically Diverse community

#### How does this event fit in with the following criteria?

*(Please note that the activity must meet at least one water related criteria and one social and sustainability criteria to be considered).*

##### Water related criteria (Please select all applicable 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

Please provide a summary of how the event meets the water related criteria.

##### Social and sustainability criteria (Please select all applicable criteria)

Provide a distinct benefit to at least one of our target markets

Demonstrate sustainable practices

Provide a social benefit to our service region and communities

Be socially inclusive

Be gender inclusive

Please provide a summary of how the event meets the social and sustainability criteria.

#### Have you received support from Lower Murray Water in this financial year?

Yes

No

If yes, please indicate the date and detail what kind of support was received.

# Sponsorship and Donations Program

## Application Form



### Declaration

I acknowledge that by typing my name in the signature field, I am signing this form.

#### I (print your name)

confirm:

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

**Please click the 'SEND' button once complete, this will attach the completed form to an email.**  
Alternatively, print and send to the address below.

Signature

Date



**admin.sponsorship@lmw.vic.gov.au**  
Sponsorship and Donations Application  
Lower Murray Water  
PO Box 1438, Mildura Vic 3502



[www.lmw.vic.gov.au](http://www.lmw.vic.gov.au)

LMW 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 water and sewer services and will generally be made available to employees/contractors to allow services to be provided to you. If all of the requested information is not provided, LMW will be unable to process your request/application. You may access the information you have provided to LMW by emailing us at [privacy@lmw.vic.gov.au](mailto:privacy@lmw.vic.gov.au).