

# 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.