

# Community Support Guidelines

## Sponsorship requests \$5,000 and over



Essential Energy receives hundreds of sponsorship proposals every year, so we have developed this document to make our requirements clear to potential sponsorship seekers and to encourage the presentation of proposals that meet those needs. We will not consider any sponsorship opportunities that don't meet these guidelines.

### General

- > We will consider all proposals however organisations are not eligible if they:
  - Are located outside of Essential Energy's network area;
  - Don't provide support to communities within Essential Energy's network area;
  - Are not a charity or not-for-profit organisation
  - Are the sole responsibility of Local, State or Federal Government;
  - Receive recurring government grants (such as SES, RFS and VRA)
  - Provide personal bank account details;
  - Do not reflect Essential Energy's values;
  - Involve any type of unlawful activity;
  - Involve gambling, betting or gaming;
  - Feature alcohol in the name of the event or alcohol is promoted as intrinsic to the event;
  - Solely support political and/or religious organisations;
  - Are controversial or divisive;
  - Present a safety risk to the community;
  - Denigrate, exclude or offend minority community groups;
  - Create environmental hazards;
  - Do not reflect community standards;
  - Have narrow community involvement;
  - Only support or benefit an individual or employee;
  - Only support a sporting club or team;
  - Have or may have any perceived conflict of interest;
- > Essential Energy faces restrictions from providing in-kind support that is a contestable distribution service (provision of goods or services), as a result of the provisions of the [AER Electricity Ring-fencing Guidelines \(October 2017\)](#). In general, Essential Energy would breach the Ring-fencing Guidelines if Essential Energy assets are donated or Essential Energy employees or equipment are used to provide services, free of charge. For this reason, in most cases in-kind support can't be offered. An exception to this principle may be available in some remote regional areas. In these areas, if there is a strong business case for providing in-kind support, it should be submitted to the relevant Community Relations Manager for further detailed review by Essential Energy.
- > We generally need a minimum of four months lead time to effectively plan and implement our leverage activities.
- > Logo and/or name exposure is considered a bonus but is far from the primary goal of sponsorship.

## Essential Energy

We want to work with organisations in our communities in a meaningful way. We don't just want to put our logo on things. Our goal is to partner with organisations and events that are a strong, natural match to at least some aspects of our brand positioning.

- > Empowering
- > Supportive and reflective of the diverse communities we serve
- > Innovative and future-focused

## Sponsorship requirements

Sponsorships must provide Essential Energy with stories

We are looking for interesting stories that we can share about what you do, the community you serve, and/or the people who benefit.

- > Stories can be touching, uplifting, gritty, funny, or anything in between, so long as they are authentically told
- > Stories can be submitted as videos (stories or Q&A-style), photos, a slideshow, or written (ideally with at least one photo). We are not looking for anything professionally created, just provide what you can
- > You can find more information on the type of stories we're looking for in our Sponsorship Onboarding Kit.

Proposals that include stories will be considered ahead of those that don't supply this option. Additionally, you may jeopardise your eligibility for future sponsorship if stories are withheld or not supplied.

In addition, all sponsorships must provide at least SIX of the following:

- > A natural link with Essential Energy's brand positioning
- > Benefits that we can pass along to many of our customers. Feel free to use your imagination
- > Inclusion in email newsletters, or other distribution of our marketing materials to your target markets, eg Powerline Safety
- > Promotion of Essential Energy initiatives (Powerline Safety, Essential Communities, etc) in your social media channels
- > Direct, face-to-face access to your fans (attendees, members, etc)
- > Space at the event for on-site activations
- > Access to industry leaders and/or innovators, particularly for the creation of exclusive content
- > Ability for Essential Energy staff to participate in a meaningful way

## To be considered, proposals must include:

- > Key details of the opportunity
- > The types of stories you will be able to provide

- > List of other benefits you will provide
- > Outline of your target markets
- > Overview of your marketing plan, if you have one
- > List of sponsors who have committed to date
- > Timeline, including important deadlines

## Process for consideration

- > All proposals are reviewed by the Community Relations Manager to assess suitability, feasibility and resources required (human and monetary)
- > You will be notified of the disposition of the proposal within four weeks.

## Submit proposal to:

To apply contact your local Community Relations Manager:

North Coast – Raelene Myers [Raelene.Myers@essentialenergy.com.au](mailto:Raelene.Myers@essentialenergy.com.au)

Northern – Bronya Pressler [bronya.pressler@essentialenergy.com.au](mailto:bronya.pressler@essentialenergy.com.au)

Southern – Sarah Johnston [sarah.johnston@essentialenergy.com.au](mailto:sarah.johnston@essentialenergy.com.au)

*You can find out your area by viewing our Network Area map [here](#).*