



Coliban Water Sponsorship Guidelines

Coliban Water receives many sponsorship proposals every year. A high proportion of these are rejected because they do not adequately meet our corporate objectives. We have developed this document to make our requirements clear to potential sponsorship seekers, and to encourage the presentation of proposals which meet those needs.

General

- We will consider proposals from community-based organisations for events/programs that support our positioning of quality of life.
- Sponsorships from the following categories will be considered: tourism, community-based events, festivals, arts and culture, community based water or water conservation-related programs. Because of the large number of businesses already sponsoring sporting organisations, Coliban Water does not generally sponsor sports groups/events, but may consider making a donation in kind, eg: of water.
- We generally need a minimum of six months lead-time for major sponsorships (ie: over \$2,000).
- Tangible returns must be shown.
- We prefer to invest in sponsorships that carry out audience research during and/or after the event, including sponsor questions, and providing results to the sponsor.
- Sponsored organisations or groups must be incorporated bodies or operate from a trust account.
- Proposals may include sponsorship of cash or product/services in-kind.

Core Brand Values/Attributes

To assist you in understanding our positioning, here is an overview of our core brand values and attributes:

- "... for life" (positioning statement)
- enhancing opportunities for quality of life in the community
- healthy living
- consistent and reliable
- family oriented
- educate children and the community about water and wastewater
- environmentally responsible
- promote responsible use and conservation of water

Sponsorships must provide *at least six of the following (including number 1)*:

1. An opportunity to reach our target market/s through an event/program within the Coliban region.
2. A natural link with our core brand values (see above)
3. Naming rights to event or high profile sub-event
4. On-site promotion opportunity.
5. Opportunity for major customer hospitality.
6. Provide quantifiable return on investment.
7. Provide opportunities for logo exposure and other media exposure/participation.
8. Provide opportunities for cooperative advertising support.
9. Product placement (using water in a meaningful way as part of the event).
10. Ability to secure three-year fixed funding arrangement, ie: not a once-off.

Even sponsorship opportunities that fit these criteria are not guaranteed acceptance. Sponsorship proposals must be able to be accommodated within Coliban Water's limited sponsorship budget, and we endeavor to ensure that an appropriate mix of sponsorships is maintained.

To be considered, proposals *must* include:

- Key details of the opportunity.
- Overview of your marketing plan -- including what is and is not confirmed and key target markets.
- List of sponsors who have committed to date or are likely to be involved.
- Details of community participation.
- A comprehensive list of benefits, including how they relate to us and our products.
- Timeline, including important deadlines.
- Credentials of your organisation and key partners (eg: subcontractors, etc).

Target Markets

1. Urban residential households/families in the Coliban region
2. School children/educational programs
3. Large trade waste/industrial customers

Process for Consideration:

- All proposals are reviewed by the Marketing and Public Relations Manager to assess suitability, feasibility, and resources required (human and monetary)
- Recommended proposals are presented to the Chief Executive and/or Board of Directors for approval
- The applicant is notified of the receipt of the proposal within 5 days and of the outcome within 4 weeks

Submit proposal to:

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