

AUGUST 2024



Corporate sponsorship

Application guidelines



Powerlink corporate sponsorship approach

Powerlink's approach to corporate sponsorship is based on, and guided by, the following principles:

- The sponsorship activity must align with Powerlink's values and business objectives;
- The sponsorship activity must provide appropriate acknowledgement of Powerlink's sponsorship support;
- The sponsorship activity is in the public interest.
- The sponsorship activity must demonstrate a value for money investment by Powerlink; and

Powerlink's overarching sponsorship framework is focused on ensuring we achieve strong business benefit and best overall value for our investment, in line with the sponsorship budget and available resources.

This document will help you prepare a sponsorship proposal that will be assessed against this overarching sponsorship framework.

Preferred sponsorship activities

It is preferred that sponsorships align strategically with the following three key focus areas:

1. Empowering communities
2. Protecting and conserving the environment
3. Supporting safety and well-being.

Powerlink also supports projects with a strong educational component. Examples of activities that Powerlink will consider supporting are:

- **Empowering communities** – activities which assist communities to achieve their goals, for example, supporting essential community service such as the State Emergency Service.
- **Protecting and conserving the environment** – for example tree planting projects, environment protection or rehabilitation projects.
- **Supporting safety and well-being** – for example, supporting programs or initiatives that deliver safety and/or well-being outcomes, or support vulnerable customers.
- **Education (children/students)** – for example supporting science and educational initiatives, particularly those related to energy efficiency, engineering, science and information systems.
- **Education (industry)** – for example, conferences (particularly those related to the electricity or telecommunications industry) and activities which raise awareness and increase understanding in the areas of energy efficiency, business development and Powerlink's business activities.

Sponsorship activities not supported

Sponsorship activities that will not be supported, include, but are not limited to:

- General fundraising projects or appeals
- Political or religious activities
- International aid appeals
- Projects which duplicate existing Powerlink initiatives
- Overseas or interstate travel
- Individuals, including study costs
- Sports teams.

How to apply for sponsorship

Powerlink receives a large number of requests for sponsorship. To enable us to evaluate all opportunities, sponsorship proposals must be submitted through our online sponsorship application form on our website at powerlink.com.au/sponsorship-application.

Sponsorship assessment process

Powerlink carefully considers all sponsorships by applying the following process:

- Your application and proposal will be assessed against Powerlink's sponsorship framework and strategic corporate objectives.
- Powerlink's process requires funding to be approved at various levels, depending on the dollar amount.
- Processing assessments can take some time, please allow at least 6 weeks for your application to be assessed. If you are requesting sponsorship for an event, please ensure you apply well in advance (at least two months) of the event date. Unfortunately, we cannot fast track applications.
- Regardless of whether your sponsorship application is accepted or declined, we will notify you in writing.
- If your sponsorship is accepted all materials relating to your sponsorship activity that include the Powerlink name or logo require our approval before use.

Contact us

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