



# Community Sponsorship Guidelines & Application

Thank you for considering Squadron Energy as a sponsor.

**All sponsorship requests should be submitted using the Sponsorship Application Form. Please read the following guidelines before completing your application.**

**Note: Please ensure that you submit an application at least 6 weeks prior to an event to be eligible for sponsorship funding.**

## Objectives

The Squadron Energy Community Sponsorship Program provides funding or in-kind support to community organisations and/or community-based activities, events, initiatives and projects.

Sponsorship decisions are discretionary, however priority will be given to those organisations and events within the local area in which Squadron Energy is developing, constructing or operating projects (our host communities).

Squadron Energy aims to provide sponsorships that will:

- support organisations or groups to address issues affecting our host communities
- contribute to the sustainable social, economic and environmental development of our host communities
- complement Squadron Energy in achieving its business and corporate social responsibility objectives
- demonstrate the value created by community sponsorship and investment activities through reporting and outcomes measurement.

## Eligibility criteria

Broadly, a sponsorship is any activity that benefits the wider community. Charitable donations and advertising are not considered as sponsorships.

Squadron Energy will consider all proposals, but as a general rule, we will not support sponsorships associated with:

- activities not near to a Squadron Energy project
- activities or services for individual/private benefit, exclusive to a particular group or individual, or operating on a for-profit basis
- political parties, organisations or campaigns, including registered lobbyists
- religious or spiritual groups, except where the request is inclusive of the wider community
- funding of interstate or overseas travel
- funding that is usually a core responsibility of the Federal, State or Local Government
- projects or activities that are in direct opposition to renewable energy
- funding goods or activities related to alcohol, tobacco, drugs, gambling, or any illegal activity
- any other activity deemed to be unethical, unsafe or unsuitable by SQE.



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## Key sponsorship considerations

Some of the key selection issues and criteria to consider when completing your application include:

- Where is the event, activity or initiative located in relation to Squadron Energy's project(s)?
- How will this event/relationship provide benefits to the community?
- What other organisations support or have supported this sponsorship?
- How would your event/organisation benefit from Squadron Energy's involvement?
- How can Squadron Energy use the opportunity to achieve its objectives?
- How would Squadron Energy support be promoted?
- How would the sponsorship be measured and evaluated for effectiveness?

## How to apply

If, after having read the criteria and considerations, you have a sponsorship opportunity which you would like to submit, you can either:

- **Complete and submit** the Community Sponsorship Application Form online at [www.squadronenergy.com/communitysponsorship](http://www.squadronenergy.com/communitysponsorship)
- **Download and complete** the Community Sponsorship Application and forward with any relevant documentation to [info@squadronenergy.com](mailto:info@squadronenergy.com)
- Prior to submitting your sponsorship proposal, please consider and include information addressing all of the questions in the Community Sponsorship Application Form.
- funding goods or activities related to alcohol, tobacco, drugs, gambling, or any illegal activity
- any other activity deemed to be unethical, unsafe or unsuitable by SQE.

**Squadron Energy will consider each community sponsorship proposal, however decisions are discretionary and sponsorships are limited.**

Sometimes proposals which have great merit are not always able to be accommodated. It should be noted that sponsorship requests matching Squadron Energy criteria for selection may still be declined due to existing activities of a similar nature or other constraints.

## Contact us

Phone: (02) 4013 4640  
Email: [info@squadronenergy.com](mailto:info@squadronenergy.com)  
Level 12, 55 Market St, Sydney NSW 2000

# Community Sponsorship

## Guidelines & Application

Which Squadron Energy project are you seeking sponsorship from?

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### Sponsor applicant contact details

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Organisation Name: \_\_\_\_\_

Incorporation Entity Type: \_\_\_\_\_ ACN/ABN: \_\_\_\_\_

Address: \_\_\_\_\_ State: \_\_\_\_\_ Pcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Type of event, activity, initiative, or project that this sponsorship has the strongest alignment with:

- Education       Sport       Community       Environment  
 Arts       Entertainment       Other (*please specify below*)
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Purpose of the sponsorship (including date and location of event / activity)?

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Type of sponsorship and details?

Funding \$ \_\_\_\_\_       Value in-kind \$ \_\_\_\_\_

*Please describe in-kind contribution below*

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Please provide details of the exposure Squadron Energy will receive from this sponsorship  
(Please select one or more and describe below)

- Naming rights       Newspaper publicity       Website  
 Signage or banners on display       Radio publicity       Social media  
 Media releases       Community notice boards       Television coverage  
 Squadron Energy logo on merchandise       Other (*Please describe below*)
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# Community Sponsorship Guidelines & Application



## Project activity budget

**Income:** includes sponsorship amounts and in-kind contributions you are requesting, grants you are to receive, and any other income sources that contribute towards the project.

**Expenditure:** includes any amount that will be spent to implement the project or activity.

Income description	Amount\$	Expenditure description	Amount\$
<b>Total</b>		<b>Total</b>	

*Please attach a separate budget if there are insufficient lines above.*

Other comments to support this application

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Please send the completed application, along with any supporting information to [info@squadronenergy.com](mailto:info@squadronenergy.com)

## Thank you for completing the Squadron Energy Community Sponsorship application