



WIND

# COMMUNITY SPONSORSHIP GUIDELINES & APPLICATION

## THANK YOU FOR CONSIDERING CWP RENEWABLES (CWPR) AS A SPONSOR.

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

### OBJECTIVES

The CWPR 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 CWPR is developing, constructing or operating projects (our host communities).

CWPR aims to provide sponsorships that will:

- Support agencies or groups to address issues affecting our host communities
- Contribute to the sustainable social, economic and environmental development of our host communities
- Complement CWPR in achieving its business and corporate social responsibility objectives
- Demonstrate the value created by community sponsorship and investment activities through reporting and outcomes measurement.

### LIMITATIONS

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

CWPR will consider all proposals, but as a general rule, we will not support sponsorships associated with the following:

- Organisations linked to contentious issues
- Political organisations or campaigns
- Religious groups, unless they are affiliated with an organisation which benefits the community as a whole
- Race specific organisations
- An individual or small group/team seeking support for personal interests
- Organisations or activities whose planned activities could be potentially hazardous such as gambling, alcohol, smoking or drug related activities.

### OUR CONTACT

Phone: (02) 4013 4640

Email: [info@cwprenewables.com](mailto:info@cwprenewables.com)

PO Box 1708, Newcastle NSW 2300

[cwprenewables.com](http://cwprenewables.com)



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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 CWPR's project(s)?
- Will this event/relationship provide benefits to the broad community or to specific individuals?
- What other organisations support or have supported this sponsorship?
- How would your event/organisation benefit from CWPR involvement?
- How can CWPR use the opportunity to achieve its objectives?
- How would CWPR support be promoted?
- How would the sponsorship be measured and evaluated for effectiveness?

## HOW TO APPLY

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

- **Complete and submit** the Community Sponsorship Application Form online at <https://cwprenewables.com/community> or;
- **Download and complete** the Community Sponsorship Application and forward with any relevant documentation to [info@cwprenewables.com](mailto:info@cwprenewables.com)

**Prior to submitting** your sponsorship proposal, please consider and include information addressing all of the questions in the Community Sponsorship Application Form.

## CWPR 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 CWPR criteria for selection may still be declined due to existing activities of a similar nature or other constraints.

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Which CWP Renewables project are you seeking sponsorship from?

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## SPONSOR SEEKER CONTACT DETAILS

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

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

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

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

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

- |   |                                |  |
|---|--------------------------------|--|
| <input type="checkbox"/> Education                    | <input type="checkbox"/> Sport | <input type="checkbox"/> Community     |
| <input type="checkbox"/> Environment                  | <input type="checkbox"/> Arts  | <input type="checkbox"/> Entertainment |
| <input type="checkbox"/> 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 CWP Renewables will receive from this sponsorship

(Please select one or more and describe below)

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Naming rights                      | <input type="checkbox"/> Newspaper publicity           | <input type="checkbox"/> Website             |
| <input type="checkbox"/> Signage or banners on display      | <input type="checkbox"/> Radio publicity               | <input type="checkbox"/> Social media        |
| <input type="checkbox"/> Media releases                     | <input type="checkbox"/> Community notice boards       | <input type="checkbox"/> Television coverage |
| <input type="checkbox"/> CWP Renewables logo on merchandise | <input type="checkbox"/> 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@CWPRENEWABLES.COM](mailto:INFO@CWPRENEWABLES.COM)

## THANK YOU FOR COMPLETING THE CWPR COMMUNITY SPONSORSHIP APPLICATION