

## Water Bottle Sponsorship

North East Water considers detailed proposals from individuals, groups or organisations for activities, events or programs that provide the Corporation with an opportunity to build relationships and develop partnerships with the communities we service.

Sponsorship is conditional upon careful assessment of the associated benefits to the community and North East Water. These guidelines, which should be read before any application is submitted, are designed to assist those seeking sponsorship from North East Water.

### **CONDITIONS OF SPONSORSHIP**

**All water bottle sponsorships must meet at least three of the following criteria:**

- benefits the community and community organisations within North East Water's service region
- educates the community about water and wastewater
- based in North East Water's service region
- enhances the positive reputation of the Corporation
- builds, maintains or enhances brand awareness of North East Water as a leading provider of urban water and wastewater services
- strengthens and develops relationships with the community and/or community organisations, and
- assists in disaster recovery or emergency situations.

**North East Water will not sponsor:**

- political or religious bodies (excluding community service agencies)
- gambling, gaming or betting events or venues
- commercial organisations
- organisations, products or services that denigrate, exclude or offend certain community groups
- organisations, products or services not consistent with the Corporation's image, standing or presentation
- any activity that may be considered to be a conflict of interest for North East Water or North East Water staff
- individuals, and
- any activity likely to tarnish or diminish the reputation of North East Water.

*These sponsorship criteria are guidelines only; meeting the criteria does not guarantee sponsorship.*

### **POST EVENT EVALUATION**

North East Water requires an evaluation of the program/event. This would include details of the numbers, feedback and photographs (with approval for North East Water to reproduce on the website, Annual Report or other North East Water publications.)

## ***APPLYING FOR SPONSORSHIP***

Please complete the Water Bottle Sponsorship Application Form, and send to:

Email: [communications@newater.com.au](mailto:communications@newater.com.au)

Mail: Communications  
North East Water  
PO BOX 863  
Wodonga, Victoria 3690