

ENERGEX sponsorship guidelines for applicants

ENERGEX is committed to making a positive contribution to the community of south-east Queensland. Our sponsorship program supports many local initiatives. This document will help you prepare a sponsorship proposal that we can assess against our criteria. All applications for sponsorship must be in writing.

Sponsorship criteria

All proposals are considered in line with ENERGEX's sponsorship budget and current or ongoing commitments. In accordance with our commitment to make a real contribution to the community, we are currently supporting sponsorships in the areas of:

1. safety;
2. education;
3. energy efficiency;
4. environment;
5. community welfare.

Each proposal is assessed against a range of criteria, for example:

- synergy between ENERGEX's business and the event or project to be sponsored;
- target audiences reached;
- benefits of the sponsorship to ENERGEX and the community or business sector;
- level of exposure and visibility;
- number and type of other sponsors; and
- value for money.



Information required

To ensure ENERGEX gives your proposal full consideration, please include the following information:

- Description and objectives of the project/event
- Why you believe ENERGEX has an affinity with your project/event
- History of the project/event and details of relevant parties involved, including their experience
- Benefits to the community
- Any testimonials from beneficiaries
- Commercial and other benefits to ENERGEX including:
 - target audiences (including any research to support the audience reach and awareness of the event/project)
 - detailed list of all benefits and exposure to be provided
 - how the sponsorship will enhance ENERGEX's business or community objectives
- The sponsorship options available including the costs and benefits of each option
- Relevant dates, venues, events etc
- Other sponsors and the proposed relationship with ENERGEX, including exclusivity provisions
- Marketing or promotional plans for the project/event including timelines
- Management of the sponsorship and reporting mechanisms
- Major sources of funding
- Method of evaluating the success of the sponsorship against its objectives.

Submitting your proposal

Please provide your proposal to:

ENERGEX Corporate Communication
GPO Box 1461
Brisbane QLD 4001

ENERGEX requires at least 4-6 weeks to give your sponsorship proposal due consideration, and will contact you for more information if required. You will receive a formal response in writing and if successful, you will be required to enter into a formal sponsorship agreement with ENERGEX.

For more information please visit www.energex.com.au or phone (07) 3407 4450.