

SPONSORSHIP GUIDELINES

Please read these guidelines carefully before applying to Queensland Urban Utilities for any sponsorship or in-kind support.

As one of Australia's largest water distributor-retailers, Queensland Urban Utilities is committed to supporting our communities.

Our sponsorship program strives to form mutually beneficial relationships with organisations and communities by working collaboratively to enrich quality of life.

This collaboration is key to achieving our vision of being recognised for excellence in water and sewerage services that meet the evolving needs of our customers and enhance our communities. Our sponsorship program is built around five major themes- community, people, business, environment and innovation.

COMMUNITY



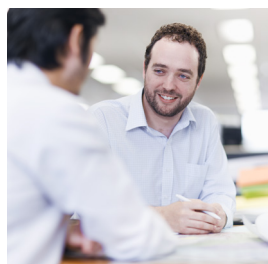
PEOPLE



ENVIRONMENT



BUSINESS/ INDUSTRY



INNOVATION



“Our sponsorship program is driven by our purpose to enrich quality of life.”

Evaluation criteria

The following criteria will be considered when evaluating sponsorship requests.

Corporate alignment

All sponsorship activities undertaken by Queensland Urban Utilities need to support our role, purpose and organisational vision.

Applicants should:

- Highlight any synergies between the organisation and Queensland Urban Utilities.
- Describe how the sponsorship initiative fits with our core business and contributes to our purpose and vision.

Community involvement

The initiative must be relevant to our communities in Brisbane, Ipswich, Lockyer Valley, Scenic Rim and Somerset.

We pursue sponsorship opportunities that strengthen our relationship with our customers, communities and corporate stakeholders. Applicants should provide details on the profile of the sponsorship initiative's target audience (such as demography and geography).

It is important to cover what the sponsorship initiative is aiming to achieve for the community and list any associated benefits.

Reputation enhancement

Sponsorships should provide Queensland Urban Utilities with a platform to positively build our reputation and presence in our communities.

Applicants should:

- Outline how our association with the initiative will be promoted (e.g., planned media and marketing activities).
- Provide details on the reach of the initiative (e.g. how many people will see, attend or be involved with the initiative).
- Specify if any media partners have been secured.

Value

Our sponsorships must represent a prudent and efficient investment. Applicants must demonstrate how the sponsorship initiative represents a value-for-money opportunity for us.

Employee engagement

Where possible, applicants should outline how our staff could get involved in the initiative.

Capabilities and outcomes

Sponsorship initiatives should provide appropriate entitlements and benefits commensurate with the level of support. Applications should demonstrate how the initiative will be implemented to ensure mutually beneficial outcomes are achieved.

As such, applicants should provide details on:

- Their expertise and ability to manage the initiative in a professional manner.
- How success of the initiative will be measured and communicated to Queensland Urban Utilities.

“We pursue sponsorship opportunities that support our communities.”



Evaluation process

1. Applicants will be notified when the proposal has been received.
2. The Queensland Urban Utilities' Sponsorship Committee will assess the suitability and feasibility of the proposal.
3. We will notify you of the outcome within eight weeks of receiving your application.
4. We reserve the right to decline sponsorship requests that we do not consider meet our stringent evaluation criteria.

Sponsorship management

For all successful sponsorship proposals;

The sponsorship must be formalised through a written agreement outlining the terms and conditions, financial cost, the benefits for Queensland Urban Utilities, the duration of the sponsorship and termination conditions.

We will require a contact person within the sponsored organisation for the duration of the sponsorship.

All promotional material featuring Queensland Urban Utilities' name or logo must be approved by Queensland Urban Utilities prior to production.

We reserve the right to leverage from sponsorships through our own marketing and communication activities.

Queensland Urban Utilities reserves the right to terminate agreements if any of the following occurs:

- The sponsored organisation fails to provide a sponsor benefit.
- The sponsored organisation becomes insolvent.
- Any major public controversy arises in connection with the sponsored organisation, or the initiative, which in the reasonable opinion of Queensland Urban Utilities, reflects adversely on our brand and reputation.
- For reasons beyond our reasonable control, Queensland Urban Utilities is unable to continue to receive full sponsor benefits.

Queensland Urban Utilities will not consider sponsoring:

- Applications from individuals, including those seeking support for activities such as academic studies, competition in a sporting event, travel or fundraising for another organisation, unless they are deemed strategically relevant to our sponsorship objectives.
- Political parties, political organisations, politicians or candidates for public office.
- Organisations or initiatives which discriminate against origin, age, race, religion, gender or ability.
- Organisations or initiatives that are environmentally negligent or do not endorse sustainable practices.
- Religious organisations which only provide benefits to a single faith community.
- Organisations or activities that may be deemed likely to promote controversial issues that could damage Queensland Urban Utilities' corporate reputation (e.g. gaming, tobacco, alcohol or drug-related sponsorships.)
- Any sponsorship activity that does not comply with Queensland Urban Utilities' Code of Conduct or safety policies.

Thank you for your interest in our sponsorship program.

For more information visit
www.urbanutilities.com.au
or call **13 26 57**

Queensland Urban Utilities
PO Box 2765 Brisbane QLD 4001

ABN 86 673 835 011
Q00826-2014 © Queensland Urban Utilities 2015

