

# Sponsorship Guidelines and Application Form



Updated December 2015

GMW is a not for profit water corporation responsible for storing, managing, and delivering about 70 per cent of the state's water to a 68,000 square kilometre region. It supplies untreated water to irrigators, urban water corporations and environmental water holders. In addition, GMW has a large number of customers that operate businesses or pay fees for the right to use its lakes and reservoirs for recreational activities.

Each year GMW supports its local communities in a number of ways, including providing in-kind support through the donation of promotional items, hosting Casual Friday's when possible and also donating staff time to assist with tours and educational presentations.

While the type of support GMW is able to offer varies across the year, when considering requests for sponsorship GMW applies the following principles:

- The request is for a cause that supports GMW's business functions of; delivering water to our region, monitoring the quality of our water, building and maintaining infrastructure and securing our water supply.
- All revenue raised by GMW is to recover the costs of providing our customers with the best possible services and therefore, **financial sponsorship is not provided**.
- The in-kind items provided by GMW will not be used for re-sale or financial gain by the organisation requesting sponsorship.

There are also a number of things that we don't sponsor which are worth keeping in mind before you complete your application:

- Events with a focus on drinking water or urban water
- Commercial organisations
- Individuals – for personal gain or self interest
- Advertising organised for or by a commercial organisation
- Political parties
- Any group who may be subject to GMW regulation or inspection
- Anything that may lead to a conflict of interest for GMW
- Anything that involves or promotes unsafe community practices.

*Note: GMW has the right to withdraw sponsorship at any time.*

## How to apply

Please complete the attached Sponsorship Application Form, and along with any supporting documents, submit them to:

Email: [sponsorship@gmwater.com.au](mailto:sponsorship@gmwater.com.au)

Or, Post: Sponsorship  
Goulburn-Murray Water  
PO Box 165  
Tatura VIC 3616

For more information, please contact the **GMW Marketing & Communications team** by email at [sponsorship@gmwater.com.au](mailto:sponsorship@gmwater.com.au) or by phoning 1800 013 357.

*All applicants will be notified in writing within **five working days** that their application has been received. Applicants will then be notified in writing of the outcome within **two weeks** from the date of receiving the completed form.*

# GMW Sponsorship Application Form

Request Date:	
Organisation:	
Contact Name:	
Address:	
Phone Number:	
Email:	

## Details of event/activity

Name of event/activity:	
Date:	
Location:	
Is this an annual event or one off?	
Anticipated numbers attending/participating?	
Demographics of those attending/participating?	
Description of the proposed use for sponsorship?	
Does the activity/event provide an opportunity for GMW to increase awareness and inform the community about rural water issues? <i>(What are the sponsorship benefits for GMW)</i>	
What other sponsors are involved in the event/activity/program? <i>(Please list)</i>	
Additional information to support your application <i>(Optional)</i>	

**GMW has a number of in-kind support items available such as promotional items, the use of our facilities for meetings and access to GMW plant and equipment. Items available will be advised at the time of receiving your request, however if requesting promotional items, please indicate the quantity you may require:**

Quantity required:

**Has your organisation received sponsorship from GMW previously?**

Yes       No

If yes, what was the date and name of the event?