

# 2011/12 Sponsorship Guidelines

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## ABOUT OUR SPONSORSHIP PROGRAM

Active across industrial, residential and commercial sectors, LandCorp supports regional growth, urban revitalisation and strategic infrastructure development in Western Australia.

We develop and support partnerships with organisations that have activities, interests and values similar to our own and identify and support initiatives that contribute lasting value to the communities we serve.

Our sponsorship program is divided into two categories; Community and Industry;

**1. Community** - working with others to build better communities.

Examples include community fundraising, festivals, school fundraising, community days and tourism based events.

**2. Industry** - working with industry to support the economic development of WA. Examples include industry conferences, expos, award programs and government initiatives.

We appreciate that most sponsorship applications we receive are worthy causes however fixed annual budgets and a need to align business objectives means we are unable to support all applications.

Sponsorship applications are evaluated on how closely they align with our sponsorship criteria.

## COMMUNITY SPONSORSHIP CRITERIA

**Community sponsorships we are likely to support will:**

- Clearly demonstrate a commitment to community wellbeing and deliver lasting benefits and ideals.
- Support the community through development of education, environment, arts, culture or sport.
- Include events or programs that target those communities where we are active or that have relevance to a particular LandCorp project.
- Provide an opportunity to complement or raise our profile as a progressive, responsive, socially and environmentally aware organisation.
- Support our commitment to building better communities.
- Benefit a large number of people.
- Align with our corporate values.

## INDUSTRY SPONSORSHIP CRITERIA

**We are likely to support Industry sponsorships that:**

- Target their event or program to communities where we are active or have relevance to a particular LandCorp project.
- Provide an opportunity to complement or raise our profile as a progressive, responsive, socially and environmentally aware organisation.
- Benefit a large number of people.
- Align with our corporate values.
- Provide relationship opportunities to enhance existing partnerships or foster new ones.
- Support the economic development of Western Australia.



## **We are unlikely to support sponsorships for:**

- Organisations who are involved in activities that may be harmful to the community.
- Organisations that may be found to be financially unsound, involved in unethical business practices or have links to individuals or organisations of poor repute.
- Projects that are for individual gain or profit.
- Projects that promote a particular religious or political opinion.
- Projects that promote alcohol, tobacco, dangerous driving, gambling or activities with a negative impact on the environment.
- Projects that unlawfully discriminate on the basis of race, colour, sex, sexual orientation, age, religion, nationality or ethnic origin or disability.
- Projects that take place outside Western Australia.

## **MEETING OUR OBJECTIVES**

Your application for sponsorship will require an understanding of and an alignment with our corporate objectives which are to:

- Foster two-way relationships with key stakeholders in government, industry and the community.
- Promote positive brand awareness for our projects and the communities in which they are based.
- Support government development priorities.
- Build sustainable communities in Western Australia.

## **HOW TO APPLY**

To apply for sponsorship, please download the **sponsorship application form** from our website; alternatively you can complete the online application form by clicking on the link provided. Additional information may be provided separately.

## **SUBMISSION PROCESS**

Applications need to be submitted at least 12 weeks prior to when the event or project occurs. Applicants will be notified of the outcome of their submission within two weeks of the receipt date of their submission.

Email applications to:

sponsorship@landcorp.com.au

*or*

Post applications to:

Sponsorship and Events Manager

LandCorp

Locked Bag 5

Perth Business Centre 6849

*or*

Fax applications to: 08) 9481 0861

If your application is accepted, you will be contacted to discuss the project in further detail.

## **ACQUITTAL REPORT**

To help us evaluate the achievements of funded activities and monitor the effectiveness of our sponsorship program, successful applicants will be required to provide an acquittal report. If you do not provide this report within six weeks of the agreed completion date for your project, or do not complete it satisfactorily, you may not be eligible to apply for further funding. Relevant documentation will be provided at the conclusion of each funded activity.

