

Sponsorship Application Guidelines

Southern Ports proudly provides sponsorship to eligible applicants. Southern Ports contributes to a wide variety of community projects, with particular interest in projects focused on maritime, sustainable environment, education, community infrastructure, community events and indigenous relations.

Southern Ports focuses its support on communities located within the regions of its port offices being:

- Albany - Great Southern region
- Bunbury - South West region
- Esperance - Goldfields/Esperance region

If you would like Southern Ports to consider supporting your community based event, project or initiative, please submit a sponsorship application form with supporting documentation.

As an organisation, Southern Ports receives many applications for sponsorship each year and unfortunately cannot support each and every submission.

Successful applications will be selected from those submissions received which closely align with Southern Ports sponsorship criteria detailed below and which offer the opportunity for Southern Ports to be recognised as a valuable member of the communities in which its employees live and work.

Sponsorship is provided on an annual basis and there should be no assumption funding will be granted in future years.

On an annual basis, the Southern Ports Board of Directors approve an amount for sponsorship funding for the forthcoming financial year. Successful applications will be drawn against this annual allocation.

To allow Southern Ports to fairly assess each application, the following guidelines have been provided to gauge if your project fits within its sponsorship criteria.

Sponsorship Guidelines and Criteria

In considering applications, Southern Ports will give preferences to activities that fall within *at least one* of the following categories:

- Maritime
Projects that have a focus on the marine environment, being a marine based activity, infrastructure or educational program.
- Sustainable environment
Projects which demonstrate sustainable solutions to the protection, management and enhancement of the environment.
- Education
Educational based projects and initiatives for youth and mature aged students.
- Community infrastructure
Projects which provide long term benefits to the local community with the development of infrastructure and improvement of resources.
- Community events
Community events, sporting programs and art projects that encourage community involvement.
- Indigenous relations
Projects and events that respect the traditional owners of the land, value cultural heritage and increase community focus within the indigenous community.

Who Can Apply?

Applications will be accepted from:

- Not-for-profit organisations
- Incorporated community organisations
- Not-for-profit educational institutions (e.g universities, schools and colleges)
- Local government authorities (or on behalf of a not-for-profit organisation)

Applications will **NOT** be considered from:

- Commercial businesses
- Individuals
- Political organisations
- Religious organisations/groups

What is excluded?

Sponsorship will **NOT** be given for:

- Operating costs such as administrative costs, insurance, wages/salaries, professional fees, travel expenses, conference expenses or registration fees.
- Planning documentation such as feasibility studies, business plans, marketing and advertising plans, cost benefit analysis and economic impact studies.

Southern Ports does not:

- accept gracious favours as a result of this sponsorship application
- provide donations
- accept free invitations or gifts linked to a sponsored event (*with any items received being returned to the applicant*).

How much can you apply for?

Sponsorship applications for amounts over \$5,000 will need to be considered by the Southern Ports board of directors.

How to Apply

Those organisations seeking sponsorship from Southern Ports are requested to complete the sponsorship application form, as attached.

The form is also downloadable from the Southern Ports website.

Applicants are encouraged to provide supporting documentation (for example plans, diagrams, brochure outlines and letters of support from partnership companies) with the sponsorship application to assist Southern Ports in assessing the application. Supporting documents will not be returned to the applicant.

All applications and supporting documents can be emailed or posted to:

Sponsorship Coordinator

Southern Ports

PO Box 35

Esperance WA 6450

Email: sponsorship@southernports.com.au

Processed Applications

All Applicants, whether successful or not, will receive advice in writing from Southern Ports once the application is received.

If your organisation's application is successful you will be required to submit a liability disclaimer form (*which will be provided to you by Southern Ports*) and a tax invoice before any money is paid.

Sponsorship funding is subject to agreement that funds allocated by Southern Ports are to be used specifically for the project outlined in the application form, payable to the applicant and are not transferable to another party. Any unspent sponsorship funds not used to complete the project are required to be repaid to Southern Ports.

Sponsorship Acknowledgement

With all sponsorship applications the successful applicant will be asked to acknowledge Southern Ports' contribution in an appropriate form (e.g newsletter, brochure, banner, media).

Copies of the Southern Ports' logo are available in electronic format to successful applicants.

A sponsorship acquittal form will be required to be completed and submitted to Southern Ports within 60 days of completion of the event or project.

Contact Information

If you require any further information or assistance with completing the sponsorship application form, please contact the Southern Ports sponsorship coordinator (Debbie Storm) on +61 8 9072 3332 or email: sponsorship@southernports.com.au

Sponsorship Application Form

On behalf of the below Organisation, I have read the Southern Ports sponsorship guidelines before completing this application.

1. ORGANISATION DETAILS			
Organisation Name:			
Registered for GST:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	ABN No:
Postal Address:			
Contact Person:			
Position Title			
Telephone:	Landline:	Mobile:	
Email:			
Which of the following best describes your organisation? Please select one:			
<input type="checkbox"/> Not-for-profit organisation		<input type="checkbox"/> Local government authority	
<input type="checkbox"/> Incorporated community organisation		<input type="checkbox"/> Not-for-profit educational institution	
<input type="checkbox"/> Other (please specify) _____			
Which port location are you closest to? <input type="checkbox"/> Albany <input type="checkbox"/> Bunbury <input type="checkbox"/> Esperance			
Has Southern Ports or the port offices of Albany, Bunbury or Esperance provided sponsorship funding in the past?			
<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, in what year(s) and to what value?			
2. PROJECT / EVENT INFORMATION			
Project / event name:			
Estimated start date:		Estimated completion date:	
Total budget:		Funding request (incl. GST):	
3. FOCUS AREA			
Which of the following focus areas does your project/event address.			
<input type="checkbox"/> Maritime		<input type="checkbox"/> Community infrastructure	<input type="checkbox"/> Sustainable environment
<input type="checkbox"/> Community events		<input type="checkbox"/> Education	<input type="checkbox"/> Indigenous relations

4. PROJECT/EVENT DESCRIPTION

Please provide a description of your project. Please include additional pages if required (including plans, diagrams, etc).

5. FUND USAGE

Please provide specific details of what the Southern Ports sponsorship funds will be used for within the project or event.

6. FUNDING AWARENESS

How would the provision of sponsorship funding for this project or event build awareness of Southern Ports as a community member.

7. FUNDING OUTCOMES

Identify the positive outcomes your organisation and the local community may receive as a result of this project / event.

8. AUDIENCE

Estimate the number of people who will attend the event or benefit from the project.

Participants: _____ Spectators: _____

9. PLEASE OUTLINE HOW YOUR ORGANISATION WILL RECOGNISE THE SUPPORT PROVIDED BY SOUTHERN PORTS?

- Southern Ports logo on written material relevant to the project / event
- Southern Ports logo on organization / project website
- Naming rights to the event / award / project
- Display of Southern Ports banner at event
- Other (please specify below):

10. BUDGET

As part of your supporting documentation, please provide a detailed budget for the project including the requested amount from Southern Ports.

11. DETAILS OF REQUESTS FOR FUNDING FROM OTHER AGENCIES, ORGANISATIONS OR BUSINESSES

Name	Amount Requested	Comments <i>(include if funding approved or pending)</i>
Total	\$	

12. PROJECT SUPPORT

For sponsorship requests over \$5,000 please provide three letters of support for your project from local businesses and/or local and state government agencies. If the application is for an infrastructure project, please provide a copy of the planning approval from your local council in addition to the letters of support.

13. APPLICANT DECLARATION

I declare, as a representative of the named organization, that the information supplied is true and accurate to the best of my knowledge.

Should this application be approved I/we agree to:

- Provide a tax invoice
- Seek approval for the use of the Southern Ports logo prior to publication
- Only use the Southern Ports sponsorship funds provided for the project outlined in the application form.
- Not transfer any Southern Ports sponsorship funds to another party.
- Repay to Southern Ports any unspent funds not used to complete the project or event detailed in the application.
- Complete and return a sponsorship acquittal form detailing all Southern Ports sponsorship funds provided.

Name

Signature

Date

Please post or email all applications and supporting documents to:

Sponsorship Coordinator

Southern Ports

PO Box 35

Esperance WA 6450

Email to: sponsorship@southernports.com.au