



## ***Horizon Power Partnership Guidelines***

### **Community values**

At Horizon Power we develop and support partnerships with community organisations that have activities, interests and values compatible with our own. The focus of Horizon Power's Partnership program is to identify and support initiatives that **contribute lasting value** to the communities we serve and that involve the company as part of the community.

Horizon Power views community engagement as a core component of successful business practice, one that must be managed as professionally as any other part of the business.

### **Our approach**

Due to fixed annual budgets and our business objectives, we are unable to partner with all worthy organisations, however every proposal is considered on its merits and is assessed against our partnership criteria.

All proposals must be consistent with Horizon Power's mission and values. Our approach is not to just sponsor an event or project, we aim to partner with organisations and provide them with support for the lifetime of the partnership.

The following guidelines have been developed to provide clarity on our partnership criteria to those seeking sponsorship from Horizon Power.

We expect that our partners will work with us to deliver on the proposed objectives and actively promote the partnership and Horizon Power's contribution to the event, program or project.

### **The below guidelines are a general guide only and should not be considered an offer of commitment from Horizon Power.**

Horizon Power evaluates each proposal against the below detailed criteria including how well it meets our partnership goals, target audience and how it benefits the community and Horizon Power. Applicants should:

- Show how they contribute to community wellbeing and deliver lasting benefits;
- Provide information about the organisation, group or event;
- Outline the cost of the proposed sponsorship with full listing of the proposed partnership benefits, how the funds will be spent; dates and deadlines;
- Identify media partners/sponsors involved and expected level of media coverage; and
- Identify any additional marketing/promotional opportunities stemming from the sponsorship, (i.e. related events, programs or brand placement opportunities).

### **Additionally, the request for sponsorship must:**

- Be for a regionally-based program or event;
- Have objectives, values and aspirations that align and are relevant to Horizon Power's values;
- Include opportunities to involve Horizon Power employees (e.g. participation, volunteering, speaking or presenting opportunities);
- Confirm that Horizon Power is the only power provider / retailer associated with the partnership activity or program; and
- Provide opportunities for Horizon Power to provide its own public affairs, advertising or marketing campaigns utilising the project and any of its key issues or people.

## **Areas of support**

Horizon Power's partnership funds are allocated to activities supportive of:

- Strengthening communities – we are very aware of the importance of being involved in the community. We will consider all applications by local community organisations that operate for the benefit of specific community groups and focus on leaving lasting value;
- Environment – we recognise our obligation to help nurture and preserve the natural environment;
- Education and training – we are supportive of programs that develop the skills of people in our communities;
- Indigenous leadership and community development – we believe that the development of Indigenous leaders and strong community role models are important factors in the sustainability of Indigenous communities;
- Arts and culture – we focus on events and programs that encourage participation, encourage talent and assist in bringing events to communities;
- Business development – we are supportive of local municipalities and programs designed to ensure the growth and development of business communities; and
- Sporting development, safety and wellbeing.

## **Horizon Power will not consider:**

- Organisations associated with or promoting alcohol, smoking or drug use;
- Organisations that are found to be financially unsound or involved in unethical practices, or have affiliations to individuals or organisations of ill repute;
- Activities designed for individual profit or gain;
- Individuals or representatives of individual clubs;
- Promotion of religious groups or political parties;
- Federal, state or local government operational projects; and
- Community partnerships in which any employee of Horizon Power, or their immediate family, could receive any personal benefit.

## **Application process:**

- Formal requests should be made by completing the application form. The application form must accompany your proposal addressing the principles and criteria set out in this document. All proposals must be supplied on formal letterhead or include contact and address details as a minimum.
- All proposals are reviewed by Horizon Power to assess suitability, feasibility and required resources;
- Applicants will be notified of the status of their proposal in writing within four weeks of the proposal being received;
- If a partnership request is successful, Horizon Power may request confirmation that the event has the necessary insurance (including public liability insurance);
- Horizon Power requires that a contact person within the partnering organisation be nominated to manage the partnership and act as a contact point for Horizon Power;
- All materials produced relating to the event that includes the Horizon Power name or logo requires Horizon Power's prior approval (e.g. brochures, media releases, website advertising, etc); and
- If a proposal is accepted, post-event evaluation reports from the organiser are required for agreements over \$1,000 only, to determine that objectives of the partnership have been met.

Please forward your request or enquiry in writing to:

Horizon Power  
Attn: Branding and Promotions Manager  
PO Box 1066  
BENTLEY DC WA 6983

Or

[sponsorships@horizonpower.com.au](mailto:sponsorships@horizonpower.com.au)

# Horizon Power Partnership Application Form

To assist in the evaluation of your sponsorship request, please complete this application form. This form must be attached to all proposals and be submitted at least four weeks prior to the date required.

## Contact Information

Name of organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Contact person: \_\_\_\_\_

Phone number: \_\_\_\_\_ Fax number: \_\_\_\_\_

Email address: \_\_\_\_\_

ABN No.: \_\_\_\_\_

## Partnership Information

Partnership Category (tick one only)

- Education and Training     Sport Development & Wellbeing     Art/Culture     Environment  
 Community     Business Development

Program or event: \_\_\_\_\_ Date of program/event:

Total Partnership funding requested: \_\_\_\_\_

Brief description of proposal: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Attendance estimate: \_\_\_\_\_

Has Horizon Power provided partnership funding in the past?  No  Yes

Proposed benefits to Horizon Power?  Association with a charitable Organisation

Media Exposure

Signage Opportunity

Hospitality Opportunity

Other (please specify) \_\_\_\_\_

Name of authorised representative of applicant: \_\_\_\_\_

Signature: \_\_\_\_\_ Date:

**Note:** All applications/proposals must include the additional information (as detailed in the guidelines in this booklet) in order to be considered for partnership funding and to assist the evaluation process.