



Powerlink and Sponsorship

Powerlink's approach to sponsorship is based on, and guided by, the following principles:

- The sponsorship activity must align with Powerlink's values and business objectives;
- The sponsorship activity must provide appropriate acknowledgement of Powerlink's sponsorship support;
- The sponsorship activity is in the public interest.
- The sponsorship activity must demonstrate a value for money investment by Powerlink; and
- Preference will be given to sponsorship activities in regions traversed by Powerlink's transmission lines, and to activities where sound management principles and financial self-sufficiency are demonstrated.

Powerlink's overarching sponsorship framework is focused on ensuring we achieve strong business benefit and best overall value for our investment, in line with the sponsorship budget and available resources.

This document will help you prepare a sponsorship proposal that will be assessed against this overarching sponsorship framework.

Preferred sponsorship activities

It is also preferred that sponsorships align strategically with the following three key focus areas: empowering communities; protecting and conserving the environment; supporting safety and well-being. Powerlink also has a preference to support projects with a strong educational component. Examples of activities that Powerlink will consider supporting are:

- a) **Empowering communities** – activities which assist communities in areas near Powerlink's infrastructure to achieve their goals, for example, supporting essential community infrastructure providers or services.
- b) **Protecting and conserving the environment** – for example tree planting projects, environment protection or rehabilitation projects.
- c) **Supporting safety and well-being** – for example, supporting programs or initiatives that deliver safety and/or well-being outcomes.
- d) **Education (children/students)** – for example supporting science and educational initiatives, particularly those related to energy efficiency, engineering, science and information systems.
- e) **Education (industry)** – for example, conferences (particularly those related to the electricity or telecommunications industry) and activities which raise awareness and increase understanding in the areas of energy efficiency, business development and Powerlink's business activities.



Sponsorship activities not supported

Sponsorship activities that will not be supported, include, but are not limited to:

- General fundraising projects or appeals;
- Political or religious activities;
- International aid appeals;
- Projects which duplicate existing Powerlink initiatives;
- Overseas or interstate travel;
- Individuals, including study costs;
- Sports teams;
- In addition, multi-sponsor arrangements will not be a priority.

How to apply for sponsorship

Powerlink receives a large number of requests for sponsorship. To enable us to evaluate all opportunities, sponsorship proposals must be submitted in writing. Sponsorship proposals should be accompanied by Powerlink's Sponsorship Application form. Your sponsorship application and proposal should be sent to

External Communications
Powerlink Queensland
PO Box 1193
Virginia Q 4014

Sponsorship assessment process

Powerlink carefully considers all sponsorships by applying the following process:

- Your application and proposal will be assessed by the External Communications team against Powerlink's sponsorship framework. Powerlink's process requires funding to be approved by the General Manager Communications, the Chief Executive and in some cases, the Board of Directors. Processing assessments can take some time, please allow at least 6 weeks for your application to be assessed. If you are requesting sponsorship for an event, please ensure you apply well in advance (at least two months) of the event date. Unfortunately, we cannot fast track applications.
- Regardless of whether your sponsorship application is accepted or declined, we will notify you in writing.
- If your sponsorship is accepted all materials relating to your sponsorship activity that include the Powerlink name or logo require our approval before use.