

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
- 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.

Preferred sponsorship activities

It is preferred that sponsorships align strategically with one or more of our key focus areas:

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.

Protecting and conserving the environment

For example tree planting projects, environmental protection or rehabilitation projects.

Supporting safety and well-being

For example supporting programs or initiatives that deliver safety and/or well-being outcomes.

Education (children/students)

Supporting science and educational initiatives, particularly those relating to energy efficiency, engineering, science and information systems.

Education (industry)

Support for 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 exclusions

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-sponsorships will not be a priority.

How to apply

Powerlink receives a large number of requests for sponsorship. To enable us to evaluate all opportunities, sponsorship applications must be submitted online via the online application portal.

You will find the link to apply online at www.powerlink.com.au

Sponsorship assessment process

Your application will be assessed by the External Communications team against Powerlink's sponsorship framework. In some cases, senior management are also required to approve funding.

Processing assessments can take some time, please allow 6 weeks for your application to be assessed. If you are requesting sponsorship for an event, please ensure you apply well in advance (preferably three 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.