

Sponsorship Guidelines

Our focus

'Passionate about our community's wellbeing'

The motivating factor behind Jacana Energy's sponsorship program is to partner with organisations, individuals and events that support the wellbeing of people living in the Northern Territory after the impacts of COVID-19.

We recognise the term 'vulnerable' now applies to many people in our community. Some face unemployment, while others tackle mental overwhelm, as we all attempt to adapt to an unprecedented time. Our goal is to help the whole community recover by putting physical, mental and community health at the forefront of our new sponsorship program. Any activities that focus on improving health and wellbeing in one or more of those three areas are eligible for funding.

Jacana Energy is passionate about providing those we partner with the **energy to do more** for their cause and the people of the Territory.

Eligibility

Our sponsorship plan for the next two years focusses on wellbeing, consisting of three core pillars of support. To be eligible for sponsorship, initiatives must fit in at least one of the below categories:

Mental wellbeing – causes and projects that promote mental wellness in the NT community.

The global pandemic has impacted the mental health of many in our community. We will support mental health initiatives that positively address the need for support and specialised services in the wider community.

Community wellbeing – local community initiatives that encourage connectivity and combat loneliness.

We will support causes with the aim to help the community join together and celebrate connectivity. We will be supporting initiatives that are connecting and assisting people post the initial impacts of COVID-19. The pandemic has highlighted we are nothing without our community. This pillar will reward innovative initiatives that aim to connect us.

Physical wellbeing – local sporting teams, clubs and organisations that encourage and promote physical wellbeing.

Physical wellbeing is integral to keeping our community strong, fit and healthy. This pillar of funding will support sports initiatives and associations that encourage the community to get fit. We will specifically focus on team sports that bring the community together and encourage physical wellbeing.

Exclusions

Jacana Energy does not sponsor the following:

- Proposals that do not reflect Jacana Energy's brand and values
- Commercial, for-profit businesses
- Activities outside the reach of the Jacana Energy's community
- Projects that are the operational responsibility of Federal, Territory or Local Government
- Applications from political organisations or campaigns
- Activities that may be considered divisive in the community
- Applications from religious organisations for religious purposes

- Funding to employ people to work directly on a project (however, funding may be provided to assist a not-for-profit organisation to employ staff)
- Applications from individuals raising funds on behalf of an organisation which is already receiving funding from Jacana Energy

Benefits

In return for partnering with an organisation and depending on the value of the sponsorship, Jacana Energy seeks benefits which may include but are not limited to:

- Opportunity to increase exposure, awareness of, and positive sentiment for our brand, products and services
- Promotional opportunities in the media or the sponsorship recipient's owned channels
- Opportunities for Jacana Energy staff to volunteer or make meaningful contributions to the community
- Ability to negotiate leveraging opportunities so that Jacana Energy can enhance the experience of those involved
- Recognition of Jacana Energy as a sponsor in promotional material, through the presence of the Jacana Energy logo
- Product or service endorsement
- Ceremonial involvement and/or speaking role to a relevant audience
- Editorial/advertising in event program or other literature
- Invitations to attend events or functions to network with relevant audience
- Naming rights
- Access to a mailing list, newsletter or database (subject to privacy provisions)

Application process – Major and Minor Partners

Major Partners:

Grants between the values of \$10,000-\$30,000 per year (for two years) will be awarded to our Major Partners. Applications opened on 15th September 2020 and closed 29th September 2020. We require 4-6 weeks to give sponsorship proposals due consideration and will contact applicants for more information if required.

Applicants will receive written correspondence on the outcome of their application. Successful organisations will need to enter into a formal sponsorship agreement with Jacana Energy before any sponsored activities can commence and funds are allocated.

- Application forms are available on the Jacana Energy website at www.jacanaenergy.com.au/sponsorship
- Applicants are encouraged to supply supporting evidence/documents relating to the sponsorship sought. If seeking equipment with the sponsorship, applicants must provide at least two separate quotes.

Minor Partners:

Jacana Energy conducts three rounds of assessments for minor sponsorships each year in October, January and March. Organisations are encouraged to apply for minor grants between the values of \$2500-\$5000. We require 4-6 weeks to give sponsorship proposals due consideration and will contact applicants for more information if required.

Applicants will receive written correspondence on the outcome of their application. Successful organisations will need to enter into a formal sponsorship agreement with Jacana Energy before any sponsored activities can commence and funds are allocated.

- Application forms are available on the Jacana Energy website at www.jacanaenergy.com.au/sponsorship
- Applicants are encouraged to supply supporting evidence/documents relating to the sponsorship sought, if seeking equipment with the sponsorship, applicants must provide at least two separate quotes.

Round open date	Round close date	Approx. decision date
26/07/2021	09/08/2021	30/08/2021
01/11/2021	15/11/2021	13/12/2021
01/04/2022	15/04/2022	06/05/2022

**If you should need an outcome earlier than the approx. decision date (for example, your event/activities fall close to, or before, the date of decision) please specify on both your application and email subject line so our team are notified. In special circumstances we will work to get a decision to you earlier.*

COVID-19 Contingency plan

On your application, form you will see a space that requires details on a contingency plan should coronavirus spread in the NT community and impact the delivery of your activities. This request is to ensure that if projects cease, as a result of community spread, there are plans for how funds (awarded by Jacana Energy) will be spent.

We understand that in some cases there might not be a viable contingency plan to replace the activities impacted. In these instances, we reserve the right to reallocate the funding to projects that are able to progress amidst a community spread, to ensure funds are fully utilised. In any circumstance, we will ensure we work together to find the best results for the community and your organisation.

Reporting

Jacana Energy has a strict review and acquittal process so we can account for all funds spent and report back to the Jacana Energy Board of Directors. A post-sponsorship review template will be provided by Jacana Energy for both Minor and Major Partnerships with all approved sponsorship notifications. Major Partners are also expected to complete an evaluation report and financial acquittal. All post-sponsorship reviews must be lodged back to Jacana Energy within 60 days of the initiatives' conclusion, unless otherwise agreed upon by both parties. Failure to provide a post-sponsorship review form will be considered a breach of the agreement between Jacana Energy and the sponsored organisation.

More information

If you have any queries please contact the Sponsorship Coordinator for more information at sponsorship@jacanaenergy.com.au