

Jacana Energy

Sponsorship Guidelines

2023/24



Overview

These guidelines are to assist sponsorship applicants with their applications for a Jacana Energy Major or Minor Sponsorship. The guidelines outline a set of criteria that applicants will need to meet to ensure their application is in line with Jacana Energy values.

Jacana Energy is excited to be offering these sponsorships to the Northern Territory community. As the NT's largest energy retailer, we understand the importance of supporting our community, and making a contribution to clubs and organisations who make on-the-ground impacts to everyday Territorian's.

Our sponsorship program is a competitive based program. Applications that are assessed to make the greatest benefit for communities and are in line with Jacana Energy values will be given priority.

Eligibility

To be eligible for any Jacana Energy sponsorships your application must reflect Jacana Energy values and provide a benefit for the Northern Territory community.

Our Values	What it means for us	What it means for the community
Diversity	We recognise you are all different and tailor our services to meet your individual needs.	Your initiative will support and promote diversity and inclusion within NT communities.
Innovation	We are creating renewable energy solutions to benefit all the Territory.	Your initiative finds new and innovative ways to deliver positive outcomes for Territorians and provide innovative programs that are easy for Territorians to access.
Honesty	We hold ourselves accountable to doing the right thing for you and your circumstances.	Your initiative will make a difference for Territorians and is accountable to the people/community it is assisting.
Teamwork	We are always looking for smarter ways to help you and give you better value.	Your initiative will bring Territorians to work together and are looking for the most efficient and smart way of delivery.

Well-being	We believe in the power of communities and in being a responsible member of our territory.	Your initiative will support the wellbeing of Territorians, and it will enhance their lives and empower communities to improve and deliver positive outcomes for each other.
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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.

Partnerships and Benefits

Jacana Energy is committed to ensure each sponsorship adds value to the NT. Sponsorship are an extension, and a reflection of our business. Through sponsorships Jacana Energy may wish to have, benefits or promotional opportunities. These potential benefits 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 Partners:

Sponsorships awarded between the values of \$10,000-\$40,000 per year (for a total of two years) are classified as Major Partners. Applications for the Major Partners sponsorship will be open Friday 17 November 2023 and will close at 11:59pm, Wednesday 20 December 2023. Jacana Energy will be requiring 4-6 weeks to select successful sponsorship applications. All applicants will be notified in writing from Jacana Energy of the outcome of their application.

All applicants will be asked fill-in an online form at www.jacanaenergy.com.au/sponsorships, and submit supporting documents through the online form.

Applicants for the Major Partner Sponsorships are encouraged to submit as much information as possible in regards to their initiative. Applications that have forecast benefits, opportunities or past reports of successful similar programs will give their application the best chance of being successful. Applicants must supply their ABN or Registered Charity status. Applicants are also encouraged to meet multiple eligibility criteria.

Minor Partners:

Sponsorships awarded between the values \$1,000 to \$10,000 as a one-time grant are classified as a Minor Partner. Applications for Minor Partnership have two application windows. Applications will be open from Friday 17 November 2023 and will close at 11:59pm, Wednesday 20 December 2023. A second round of minor sponsorship will be announced in 2024.

Jacana Energy will be require 4-6 weeks to select successful sponsorship applications. All applicants will be notified in writing from Jacana Energy of the outcome of their application. Applicants must supply their ABN or Registered Charity status.

All applicants will be asked fill-in an online form at www.jacanaenergy.com.au/sponsorships, and submit supporting documents through the online form.

Applicants for the Minor Partner Sponsorships are encouraged to submit as much information as possible regarding their initiative. Applications that have forecast benefits, opportunities or past reports of successful similar programs will give their application the best chance of being successful. Applicants are also encouraged to meet multiple eligibility criteria.

Selection Matrix

Weight	3	2	1	0
Diversity	Strongly supports and promotes diversity and inclusion within NT communities	Will moderately support and promote diversity and inclusion within NT communities	Will weakly support and promote diversity and inclusion within NT communities	Does not support and promote diversity and inclusion within NT communities
Innovation	Strongly finds new and innovative ways to deliver positive outcomes for Territorians and provide innovative programs that are easy for Territorians to access.	Moderately finds new and innovative ways to deliver positive outcomes for Territorians and provide innovative programs that are easy for Territorians to access.	Has weak new and innovative opportunities to deliver positive outcomes for Territorians and provide innovative programs that are easy for Territorians to access.	Does not finds new and innovative ways to deliver positive outcomes for Territorians and provide innovative programs that are easy for Territorians to access.
Honesty	Makes a strong difference for Territorians and is accountable to the people/community it is assisting.	Will make a moderate difference for Territorians and is accountable to the people/community it is assisting.	Will make a weak difference for Territorians and is accountable to the people/community it is assisting.	Does not make a difference for Territorians and is accountable to the people/community it is assisting.
Teamwork	Strongly brings Territorians to work together and are looking for the most efficient and smart way of delivery.	Will moderately bring Territorians to work together and are looking for the most efficient and smart way of delivery.	Will weakly bring Territorians to work together and are looking for the most efficient and smart way of delivery.	Does not bring Territorians to work together and are looking for the most efficient and smart way of delivery.
Well-being	Strongly supports the wellbeing of Territorians, and it will enhance their lives and empower communities to improve and deliver positive outcomes for each other.	Moderately supports the wellbeing of Territorians, and it will enhance their lives and empower communities to improve and deliver positive outcomes for each other.	Weakly supports the wellbeing of Territorians, and it will enhance their lives and empower communities to improve and deliver positive outcomes for each other.	Does not support the wellbeing of Territorians, and it will enhance their lives and empower communities to improve and deliver positive outcomes for each other.
Acquittal/ Measurement	Strong acquittal or measurement process.	Moderate acquittal or measurement process.	Weak acquittal or measurement process.	No acquittal or measurement process.

Reporting and Acquittals

Jacana Energy is committed to making a difference to the lives of Territorians. We do this in our everyday business operations, making energy easy for our customers, and being there for them when they need us. It is important that we can measure the success of our business practices to ensure we are continually improving our services for Territorians. Our Sponsorship Program is no different.

Successful applicants will be required to submit a report or a sponsorship acquittal to measure the impact of their initiative. This process will need to be submitted within 60 days of the initiatives' completion, unless another arrangement has been agreed upon with Jacana Energy. Jacana Energy will provide key performance indicators that should be included in a report or acquittal. These include, but are not limited to:

- How the Sponsorship funds were used or distributed
- Number of people assisted through the program/initiative or people attended event
- Location of equipment or other capital investment used by the sponsorship
- Usage of equipment or other capital investment used by the sponsorship
- Number of opportunities for Jacana Energy Staff provided
- Brand awareness for Jacana Energy
- Any other measures to demonstrate the success of the sponsorship

More information

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