

WE'LL ALWAYS SUPPORT OUR COMMUNITY.

ACTEWAGL SPONSORSHIP PROPOSAL HINTS

Thank you for enquiring about sponsorship from ActewAGL. This document will give you some handy hints on how to tailor your proposal for ActewAGL.

WHAT'S IN IT FOR ACTEWAGL?

Describe what ActewAGL will get out of this partnership and why ActewAGL should be involved with your event or organisation.

TELL US ABOUT THE OPPORTUNITY

Provide specific details on the sponsorship opportunity that you are requesting from ActewAGL, including a high level overview of your program, event or organisation.

WHY – Why is the company doing it?

WHAT – What is it?

WHEN – When will it be held? What is its timeframe?

WHERE – What location will it be held at?

WHO – Who the program, event or organisation is targeted at? Who is running it?

HOW – How will it happen?

OTHER – Is there any further information about the program, event or organisation?

TELL US ABOUT YOUR REACH

Provide us with an overview of the communication strategy for your program, event or organisation. Examples of this include; media reach, newsletters, website, social media channels and expected participation and/or attendance.

TELL US ABOUT THE BENEFITS

Identify what benefits your organisation can offer to achieve ActewAGL's sponsorship objectives listed below.

LOCAL – provide opportunities to support events, pathways and programs that provide benefits to the ACT or surrounding local communities.

BRAND – provide opportunities to showcase ActewAGL's brand and increase awareness of our products and services.

COMMUNITY – provide opportunities to engage with the people of our region and portray a positive image of ActewAGL.

RELATIONSHIPS – provide opportunities to develop and maintain relationships with new and current residential and business customers.

OUR PEOPLE – provide opportunities to involve, educate, motivate and reward our employees.

TELL US HOW THE PARTNERSHIP WILL BE MEASURED

Provide ActewAGL with a high level overview of how the program, event or organisation will be measured. Including;

What a successful partnership will look like?

What are the key benefits being measured?

When will the partnership be evaluated?

TELL US ABOUT ACTEWAGL'S INVESTMENT

Outline the packages and level of investment that you are seeking from ActewAGL. ActewAGL offers the following categories of support.

DONATION – a donation is support given to a group or organisation where no immediate benefit to ActewAGL is anticipated.

FINANCIAL – financial payment in return for benefits associated with the sponsorship.

IN-KIND – provision of goods and services in return for benefits associated with the sponsorship.

FINANCIAL AND IN-KIND – provision of a combination of the above cash and in-kind components in return for benefits associated with the sponsorship.

YOUR CONTACT DETAILS

Please provide us with your contact details so that we can contact you if we have any further questions.

ActewAGL

for you