

HOW TO APPLY

If your organisation has an event or program which has a statewide focus and can offer a positive association with our business, we'd be very interested to hear from you. To help us assess your proposal fairly, please include the following information in your written application:

- An executive summary
- Background information on the activity and organisation
- Date or duration of the activity
- Demographics of the attendees, audience, participants or members
- Details of any benefits which Aurora will receive in return for support, including any signage/advertising opportunities, corporate entertainment, staff discount etc.
- Details of any business relationships or opportunities which may be fostered for Aurora through the sponsoring of the activity
- The investment required from Aurora
- Aurora's liability for any additional costs

Aurora's SPONSORSHIP AND COMMUNITY SUPPORT PROGRAM



Please address your applications to:

Public Relations Officer
Aurora Energy
GPO Box 191
Hobart 7001

For further information please call 1300 132 007
and ask for the Public Relations Officer (Sponsorship)
or visit our website at www.auroraenergy.com.au

HOW AURORA SUPPORTS ITS COMMUNITY

Aurora is Tasmania's electricity retailer and distributor. We provide a 24-hour-a day service that ensures a safe and reliable electricity supply across the State but as one of Tasmania's largest businesses, we believe we can contribute to our community in many other ways. Our employees are involved in community activities as diverse as volunteer fire fighting, tree planting, the training of guide dogs and working with children who have cancer and autism.

Aurora also supports a range of community health, business, arts and junior sporting programs through our corporate sponsorship program and our people donate many thousands of dollars to local charities through bonuses accrued from safe work practices.



WHAT TYPE OF EVENTS AND ORGANISATIONS DO WE SPONSOR?

At the corporate level, Aurora allocates a little over \$1 per customer to a broad range of community organisations, some large and well known, others lower profile but equally deserving. Where sponsorship dollars are not available, support is sometimes offered in the form of donations and in-kind assistance.

Currently, sponsorships have been within, but not exclusive to, four key areas:

Health

Health-related sponsorships provide the flagship of our sponsorship program. Our main focus is on research, awareness and promotion of environmental issues. We are particularly interested in matters related to air pollution and its impact on the health of people in our community.

This has seen us collaborating with a number of organisations who are committed to a cleaner, healthier Tasmania. One of the major recipients in this area is Asthma Tasmania with whom we have developed a long-term partnership which includes the provision of sponsorship funding and in-kind support.

Sport

It is vital that Tasmania's children are healthy, active and are given opportunities to try their hand at a range of sporting activities. With this philosophy in mind we support junior development programs with a focus on activities conducted in schools. Current sponsorships include in-school football and basketball programs, the Tasmanian Little Athletics Association and at the senior level, the Aurora League Netball.

Arts

Assisting young people to achieve and develop through arts initiatives is another important focus for us.

Aurora currently supports *is theatre ltd* and TasDance which perform and conduct workshops throughout the State in both metropolitan and regional areas. They provide vital opportunities for students who have limited resources and access to develop their artistic skills to the next level.

Business

We are also committed to assisting the long term economic growth of our State, by offering ongoing support for organisations which aid businesses with hands-on assistance or education such as Mentor Resources and the TASTA training awards.

SPONSORSHIP PROCESS

Aurora has a sponsorship committee made up of representatives from around the business who meet once a month to assess sponsorship applications against a set of established criteria.

Sponsorship Criteria:

- Does the activity occur in Tasmania?
- Does the activity offer benefits now or in the future for Tasmanians?
- Does the organisation or activity reflect Aurora's values?
- Does the activity involve Aurora staff?
- Does the organisation or activity offer promotional opportunities which will engage the Tasmanian community?

Aurora does not generally support the following types of requests:

- Individuals
- Individual sporting clubs
- Individual schools (excluding fairs)
- Commercial enterprises
- Interstate travel, conferences and tours
- Religious groups
- Provision of free electricity to events, activities or organisations
- Donations to fundraising teams or individuals for charity (Aurora prefers to sponsor charities directly)

As Aurora is a fully accountable organisation, it is absolutely essential that all applications for sponsorship support are submitted in writing. Likewise, all applicants will be notified in writing whether their proposal has been successful or has been declined.

If your application is successful, a formal agreement will be drawn up. For large or long term projects this will probably entail a contract. For smaller sponsorships it will require an exchange of confirmation correspondence.

