



Sponsorship

1. Overview

1.1 At a glance

This policy outlines our sponsorship categories, our criteria, how to apply, how requests are assessed and approved.

1.2 Scope

This policy applies to all staff, the board and organisations and individuals seeking sponsorship. This policy does not apply to fundraising and donations (please refer to the Fundraising and Donations Policy).

1.3 Objective

This policy ensures:

- clear alignment with our [One Strategy to deliver Our Vision](#) and our corporate reputation framework
- equitable and strategic investment across our area of operations
- transparent decision-making processes including a clear set of criteria for assessing sponsorship opportunities
- robust risk management
- clear accountabilities and delegations for approving sponsorships
- value for money for Sydney Water's customers.

2. Policy in detail

2.1 Sponsorship categories

Category	Description	Indicative value
Corporate	Provide multi-layered opportunities to engage and educate our customers on wastewater and drinking water and other issues lead initiatives	<\$200,000
Community	Provides opportunities to promote Sydney Water's campaigns through events and lower level financial support	<\$50,000
In-kind	Provides equivalent dollar value in goods or services in return for benefits and acknowledgement.	<\$10,000
Community grants	Annual grant-based program supporting communities within our area of operations	<100,000
Business and industry	Allow us to build relationships, influence and facilitate information sharing, and collaborate with businesses and industry sectors	<\$25,000
Conferences and events	Provide opportunities to position Sydney Water's brand, engage with stakeholders and build staff capability.	< \$25,000

2.2 Sponsorship criteria

2.2.1 Criteria applicable to all sponsorships

- provide measurable reputational benefit through clear alignment with corporate strategy and reputation framework
- be within our areas of operation – Greater Sydney, Blue Mountains and the Illawarra
- provide an opportunity to educate stakeholders about drinking water and/or wastewater, water conservation and/or stormwater
- have no conflict of interest with private enterprise including bottled water companies, filtered water providers or direct water providers, sports and energy drinks, or hydration products
- provide staff engagement opportunities including active participation
- have strong safety and risk management and environmental track record
- have no religious, political or socially divisive objectives

2.2.2 Category specific criteria

There is additional criteria specific to each category of sponsorship listed below.

Category	Additional criteria
Brand partnerships and event sponsorships	<ul style="list-style-type: none"> • Must provide the opportunity to enhance our brand with large audience

Category	Additional criteria
	<ul style="list-style-type: none"> • must reinforce our role in providing world class drinking water and/or wastewater services • must be demographically aligned to our key communication objectives • have no conflict of interest with bottled or filtered water companies or direct competitors • must be an opportunity for event or activity to be plastic bottle free
Business and industry, and conferences and corporate events	<ul style="list-style-type: none"> • provide opportunities to engage with strategic stakeholders and ideally provide opportunities to influence policy • provide opportunities to influence external policies or decision-makers • demonstrate thought leadership • ideally provide the opportunity to educate stakeholders about world class drinking water and/or wastewater services
Community Grants	<p>The Sydney Water community grants program is offering grants of up to \$2,000 to support projects or activities that benefit the local community. We only accept applications for local community support grants during a specific time once a year. We publish these dates on sydneywater.com.au at the start of the application period. Eligibility criteria apply.</p>
Community & In-kind support	<ul style="list-style-type: none"> • must be aligned to our communication objectives and target audiences • must be an opportunity for the event or activity to be plastic bottle free • preferably have no conflict of interest with sports and energy drinks and hydration products.

2.3 Promotional items

Sydney Water often receives requests for sponsorship or donation of promotional items. As an organisation committed to the environment, we do not encourage the use of promotional items, including water bottles, unless a clear link to the strategic success measures can be demonstrated. We never use promotional items simply as giveaways or show bag fillers. If you require promotional items for an event, the Sydney Water [Web Shop](#) will allow you to choose from an approved selection of items that can be charged to your cost centre.

2.4 Application, assessment and approvals

2.4.1 Application

Sydney Water only accepts applications submitted in writing by email. Within ten business days of submission, we will advise applicants by email whether the application fits within our policy and can undertake further discussions to evaluate the application. We may ask for more information at this time.

2.4.2 Assessment

When we invite an applicant to submit a final proposal for support, it may take the Brand and Communications team up to six weeks to assess the proposal. During this time, Brand and Communications will consult relevant internal stakeholders. They will advise the applicant verbally and in writing once the assessment is complete.

2.4.3 Notification

All applicants will be notified by email on the outcome of their sponsorship request.

2.4.4 Approvals and renewals

Refer [Delegation manual 5.8.27](#)

Amount	Approve
\$200,001 and above	Managing Director
\$100,001- \$200,000	General Manager Customer, Strategy and Engagement
\$25,001 - \$100,000	Head of Brand and Communications Head of Government & Stakeholder Relations Head of Community & Customer Engagement

The next level manager will assess the sponsorship if:

- the delegated approver feels additional consultation is required
- there is a conflict of interest

3. Definitions

Term	Definition	Source
In-kind sponsorship	Providing services, resources, skills or knowledge in return for commercial sponsorship benefits beyond logo or verbal acknowledgment.	
Sponsorship	A business relationship between a provider of funds, resources or services and an individual, event or organisation which offers in return, some rights and association that may be used for commercial advantage e.g. exposure, positive image, profile and publicity.	

4. Context

4.1 Accountabilities

Position	Accountabilities
Brand & Marketing Manager	Reviewing, updating and implementing this policy
Head of Brand and Communications	Endorsing and implementing the policy
General Manager, Customer Strategy & Engagement	Approving this policy

4.2 References

Document type	Title
Compliance obligations	Annual Reports (Statutory Bodies) Regulation 2015 (ref Schedule 1) Sponsorship - Independent Commission Against Corruption (nsw.gov.au)
Policies and procedures	Conflicts of Interests policy Fraud & Corruption Prevention policy Donations and fundraising policy
Other documents	Principles for ethical decision making Sydney Water sponsorship guidelines`

5. Ownership

Role	Title
Group	Customer Strategy & Engagement
Owner	General Manager, Customer Strategy & Engagement
Author	Carmen Prince, Brand and Marketing Manager (Acting)

5.1 Change history

Version	Issue Date	Approved by	Brief description of change and consultation
3	4/02/2021	Maryanne Graham, General Manager Customer, Strategy & Engagement	Reviewed and updated policy
2	20/12/2018	Angela Tsoukatos, Acting General Manager Customer, Strategy & Regulation	Reviewed and updated policy
1	13/04/2016	Kevin Young, Managing Director	Original policy created