

As South Australia's electricity distributor, ETSA Utilities is one of State's largest organisations, with a proud and long history of supporting our community.

We support community groups, projects, events and programs that are ethical and socially responsible and which raise awareness of our role and our commitment to South Australians.

Our sponsorship focus is directed toward the following categories:

- Community
- Health and sport
- Arts and culture
- Energy

Applications must clearly describe how the proposed sponsorship meets the criteria set out below, and demonstrates benefits to ETSA Utilities and the South Australian community.

Community organisations

ETSA Utilities continually strives to benefit local communities across South Australia, through the service we provide and the people we employ. We look for sponsorships with common goals. This may include shows, exhibitions and local festivals that have a broad audience appeal and benefit the wider community.

Arts and culture

Art and culture helps to improve the quality of life for many South Australians. ETSA Utilities seeks programs and activities that contribute to access to the arts, cultural development and creative excellence within South Australia.

Health and sport

ETSA Utilities will consider sponsorship applications for health and sport related initiatives that contribute to the wellbeing of South Australians. Sponsorship proposals to facilitate improved health practices are encouraged.

Energy

The management of customer demand at times of peak use of electricity reduces the need for costly expansion of the electricity supply system, leading to the reduction of the cost impact on customers. ETSA Utilities aims to promote the community benefits of demand management strategies, plus opportunities for customers to adopt demand management practices.

A youth education element across all of the above categories, whether direct or indirect, is also encouraged.

Essential Criteria

To be supported by ETSA Utilities the sponsorship must:

- Deliver benefits to the South Australian community;
- Show an alignment with ETSA Utilities' role within the community;
- Raise awareness of our commitment to South Australians; and
- Make a positive contribution in one or more of the four areas of ETSA Utilities' sponsorship focus.

The sponsored organisation must:

- Be incorporated under the Associations Incorporation Act, Co-operatives Act or the Companies Act (or equivalent) and must include evidence of such incorporation in their application; and
- Have public indemnity insurance.

Assessment Criteria

Criteria used to assess applications include:

- Proposed benefits to the whole community.
- The relationship between the assistance sought and the proposed benefits to ETSA Utilities.
- Demonstration of the applicant's ability to manage the project and sponsorship funds and to deliver the proposed benefits.
- The completion of all previous contractual obligations on behalf of the applicant.
- Any taxation benefits that may accrue to ETSA Utilities through participation.

ETSA Utilities will not sponsor

- Individuals or unincorporated groups/bodies
- Organisations, individuals or bodies unwilling to provide sufficient details on the proposed program
- Political organisations
- Activities intended to provide the sponsored body with private profit or gain
- Organisations that have not fulfilled previous sponsorship obligations
- Fundraising events/activities
- Individual schools
- Individual recreational clubs/associations
- Sporting and recreational organisations not affiliated with a national parent body
- Retrospective funding or budget deficits
- Interstate or overseas travel, conferences, tours
- Gambling
- Beauty contests/pageants
- Projects which discriminate against any persons, organisations or groups
- Activities or events that exploit animals
- Activities or events that could be detrimental to public health or safety
- Activities or events that promote or encourage smoking, alcohol or any substance abuse

Obligations in return for sponsorship

Successful applicants will be expected to sign a formal agreement with ETSA Utilities which may include:

- An overview of the sponsorship, as detailed in the application
- The sponsorship benefits
- Commitment to develop promotional strategies with ETSA Utilities
- The terms of agreement, the level of sponsorship and schedule of payments/in kind support/other support
- Identification of the parties involved
- Financial accounting requirements
- Performance criteria, including evaluation methods and reporting requirements
- Identification of ETSA Utilities as the sponsor in all promotional material and at the event/activity
- Exclusivity of energy-related involvement in the sponsorship
- Sponsorship evaluation and reporting schedule

Applicants are required to provide the following information

- The organisation's history and long term goals.
- A description of specific outcomes to be supported by the sponsorship and how those outcomes will be achieved.
- The requested contribution from ETSA Utilities (dollars and/or in-kind) and how that contribution will be applied.
- An overview of sponsorship benefits for your organisation, the South Australian community and ETSA Utilities.
- The defined target audience/group and the expected reach of the sponsorship (how many people will see, attend, be involved).
- An advertising or promotional plan.
- How the sponsorship will be managed and what reporting will occur.
- How the sponsorship benefits will be measured.
- The dates associated with the sponsorship.
- The possibility for ETSA Utilities' employees to be involved; and, if so, how?
- A list of other sponsors associated with your organisation.
- Contact details.

Timing and submission of applications

We receive a substantial number of sponsorship applications, which are assessed against the strategically aligned sponsorship criteria.

It is preferred that applications be submitted prior to 1 March each year for sponsorship in the following financial year and at least four months notice be given,

All applications will be acknowledged on receipt. We make an effort to respond to all applicants within 20 working days; however more complex submissions may take up to 30 working days.

Applications can be submitted by forwarding two copies, typed on A4 paper and unbound (please do not submit in a special folder or bound) to:

Sponsorship & Special Events Manager
ETSA Utilities
GPO Box 77
ADELAIDE SA 5001