

Murray Irrigation sponsorship guidelines



April 2021

Murray Irrigation sponsorship

As part of its proactive approach to supporting healthy, viable and vibrant regional communities, Murray Irrigation provides sponsorship annually to organisations and activities which enhance, promote and embed safety and wellbeing within the local communities where we operate.



Murray Irrigation's area of operations

Sponsorship categories

Sponsorship is provided across two categories:

- Financial support – a pool of funds is provided annually and applications can be made for up to a \$5,000.
- In-kind support – non-monetary contribution from within the resources of the company, provided from four broad categories:
 - human resources
 - infrastructure/equipment
 - volume (water)
 - administrative support.

How to apply for sponsorship

- The sponsorship application process opens on Monday, 12 April 2021.
- Applicants must fill out and submit a 'Sponsorship Application Form' which can be accessed on Murray Irrigation's website, murrayirrigation.com.au, via the

'Company' then 'Giving Back' or by contacting Customer Operations on 1300 138 265.

- **Applications close Friday, 14 May 2021.**
- Applications should be submitted via email to customersupport@murrayirrigation.com.au

Selection criteria

Applications should outline how your organisation/activity meets the following criteria:

- supports healthy, viable and vibrant communities through safety and wellbeing initiatives
- how your organisation/activity delivers outcomes and benefits across the footprint of Murray Irrigation, helping the most people across the broadest area
- how Murray Irrigation will be recognised
- value for money and whether the amount is viable for the applicant and Murray Irrigation
- any residual and long term benefits to the community
- how your application aligns with Murray Irrigation's core values
- if you have received sponsorship previously, completion of the 'Sponsorship Acquittal Form' by the due date.

Selection process

- successful sponsorship applicants are selected using a strict merit-based system, against the above selection criteria
- the selection panel comprises independent members and Murray Irrigation staff
- following the close of applications on 14 May 2021, the panel will review and determine which applications have been successful
- successful recipients will be announced in June.

Acquittal process

Successful applicants will be provided with a *Sponsorship Acquittal Form* and must submit these by **31 March of the following year**.

The acquittal process confirms:

- how your project was delivered
- how it supported healthy, viable and vibrant communities
- provides proof of how the sponsorship was used (e.g. purchase of any equipment or service)
- provides proof of how the company's support was acknowledged (e.g. promotional material, media clippings, photographs etc.).

Sponsorship recipients 2020/21

- Deniliquin Local Health Advisory Committee - \$2,300 for a Men's Health Campaign across the region in the lead up to Men's Health Week in June 2021
- Jerilderie Community Gym - \$2,500 to subsidise fitness classes for active seniors
- Wakool & District Services Memorial Sports Club - \$2,000 to install an access ramp to make it easier for less mobile and disabled community members to use the club
- Deniliquin Rotary Club - \$870 for a new BBQ for the trailer used to support numerous fundraising events around the region
- Finley Basketball Association - \$3,000 for a new scoreboard at the local stadium
- Murray Connect and Western Murray Land Improvement Group in Barham - \$2,000 to assist with a mental health fundraiser for the local medical trust
- Deniliquin Kolety Landcare Group - \$2,000 to support the ongoing education program for locals, tourists and students about the health of the lagoon system;
- Southern Growers (not-for-profit research group) - in-kind donation of water for the double cropping project which assesses re-use of a rice bay after harvest for various winter crops
- Accredited Learn to Swim programs - \$10 per child across the region, with 1,459 participants from schools & clubs receiving support in 2020.