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Growing opportunity - water and beyond.

APPENDIX A
MURRUMBIDGEE IRRIGATION (MI)
SPONSORSHIP AND DONATIONS REQUEST FORM
FOR MIA COMMUNITY PROJECTS OR EVENTS

Please complete this form a minimum of 4 weeks (for sponsorships under \$1,000) and 8 weeks (for sponsorship over \$1,000) prior to event or any print or advertising deadline for the event. Please allow a response time of four (4) weeks following receipt of your completed forms.

Organisation Details

Organisation:
ABN/ACN:
Address:
City/Suburb:
State: Postcode:

Contact Details

Name: Email address:
Phone: Mobile:
Fax:

Is the organisation a registered charity? No Yes Registration number:
Is the organisation incorporated? No Yes

Sponsorship Details

Name of event/activity/program
Date of event/activity/program or term
Location of event/activity/program
Amount Requested (\$) or in-kind support
When are the funds required?

APPENDIX A

Describe the event/activity/program you are seeking sponsorship for

Is this a one-off or annual event/activity? _____

What is the reach of the sponsorship? (i.e. how many people will see, attend or are involved in the event/activity?)

Outline the target audience for the event including audience demographics

What are the event/activity/program objectives?

What are the benefits to the community?

Is there a cost involved for those attending the event?

No Yes – please indicate how much \$ _____

APPENDIX A

How will MI's support be used? E.g. (to print flyers)

Proposed benefits for MI: - please tick the relevant boxes and give details

Television Radio Newspaper Flyer/Brochure

Magazine Signage Website Program Collateral

Details of benefit:

Please outline or attach the sponsorship options, including costs and benefits of each option:

What other organisations are confirmed to sponsor this event or program? (Please list)

Will attendance be required by a MI representative?

No Yes – please provide details:

How do you intend to measure the success of the event/activity/program? *(Recipients will be required to provide MI with an evaluation of the event (see Appendix C) that includes (at a minimum) the success of the event in terms of its primary goal and if the requirements of the sponsorship or donation were met).*

APPENDIX A

Has your organisation received support from MI in this financial year?

No Yes – please indicate what was provided and for what event/activity:

Has your organisation received support from MI in a previous financial year?

No Yes – please indicate what was provided and for what event/activity:

Have you spoken to a MI staff member regarding your proposal?

No Yes – please indicate who you spoke to: _____

Please send your request to:

Public Relations Coordinator

Murrumbidgee Irrigation

PO Box 492 (Research Station Road)

Hanwood NSW 2680

Email: info@mirrigation.com.au

Phone: 02 6962 0200

Fax: (02) 6962 0209

Office use only:

Account funding will come from: _____ Current balance: \$ _____

Approved, partially approved or declined _____ Amount: \$ _____

By: _____ Position: _____

If approved-

For sponsorships over \$1,000 has the letter of agreement (Appendix B) been signed by both parties?

Has the Evaluation Form (Appendix D) been completed?

APPENDIX B

AGREEMENT GUIDELINES FOR SPONSORSHIPS AND DONATIONS OVER \$1,000

A letter of agreement must cover the following:

1. **Description of the Partnership:** The agreement will contain a comprehensive description of the item, project or event around which the partnership is constructed, including a list of obligations for both parties.
2. **Terms of Agreement:** The dates for commencement and conclusion of the partnership must be included in the agreement.
3. **Key Personnel:** The agreement will include the names of the individuals from both parties primarily responsible for the sponsorship, and to whom issues regarding the contract are to be referred.
4. **Limitations on and Approval of the Use of Murrumbidgee Irrigation's Name:** The following clause limits the use of our name by the sponsor in its own internal and external promotion and advertising as per the negotiated arrangements: "*Neither party, in any situation, whether within or outside the parameters of the sponsorship, shall be deemed to be the spokesperson for, or the representative, of the other party.*" The use of the Murrumbidgee Irrigation's word mark, logo or crest must be stipulated in all agreements.
5. **Exclusivity:** Murrumbidgee Irrigation may wish to offer outright or industry exclusivity to a sponsor or the sponsor may request such exclusivity within the sponsorship alliance. Where relevant, the following statement regarding exclusivity will be included in the contract: "[Name of organisation] agrees that Murrumbidgee Irrigation shall be the sole and exclusive sponsor of [name of initiative] for the term of this agreement."
6. **Financial Terms and Schedule of Payments:** The total value and the payment schedule of the sponsorship agreement between the parties will be clearly identified in the agreement.
7. **Obligations of the Parties to Each Other:** The obligations of the parties are dependent upon the form of the partnership and will be determined on an individual basis. Responsibility for any market research or program or evaluation duties, reporting, and approvals will be specified in the agreement, along with specific criteria and methodologies for the evaluation of the sponsorship.
8. **Breach of Agreement:** Prior to initiating formal notification of breach of agreement, the parties will undertake all appropriate and reasonable efforts to resolve the matter. Should these efforts not prove successful, either party may notify the other of breach of agreement in writing, sent by mail or courier, return receipt requested. Such notification will request a written response by a specific date. Non-compliance will constitute cause for dissolution of the agreement.
9. **Right to Discontinue the Sponsored Program or Event:** When circumstances beyond the control of Murrumbidgee Irrigation force the cancellation or substitution of a sponsored event or project, Murrumbidgee Irrigation reserves the right to cancel without finding itself financially liable or in breach of the agreement.

APPENDIX C

EVALUATION FORM FOR SPONSORSHIPS AND DONATIONS PROVIDED BY MURRUMBIDGEE IRRIGATION (MI)

Sponsorship Details

Name of event/activity/program _____

Date of event/activity/program or term _____

Location of event/activity/program _____

Organising Group _____

How many people participated in the event? _____

What were some of the outcomes of the event?

Was the event successful in terms of meeting its primary goal?

Promotion

How did you promote the event / project? (Please tick and attach copies *)

- Promotional material Print advertising Websites, email groups and list servers
 Newspaper articles Radio advertising Other: please describe: _____

How did you promote the MI? (Please tick and attach photos/copies*)

- Signage Website Clothing and merchandise Logo acknowledgement*
 Verbal acknowledgement / PA announcements Media: please describe: _____

**** Please attach copies of event advertisements / promotional material, press articles, photographs and letters of support to this evaluation.**

Did the event meet MI's sponsorship and donations criteria? Why or why not?

APPENDIX C

How could the event be improved?

Is this event likely to occur again? *(Please tick and detail on the line below)*

No Yes

Would you apply for Sponsorship in the future?

No Yes

Any other comments?

THANK YOU FOR COMPLETING THIS EVALUATION

Please return the completed evaluation form within 4 weeks of project or event completion to:

Public Relations Coordinator
Murrumbidgee Irrigation
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Hanwood NSW 2680
Email: info@mirrigation.com.au
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