



## **Ripple Effect** **Merchandise Sponsorship Guidelines**

**Together, we can shape our region for the better.**

**Every day, we supply South West Victoria with sustainable water services, while leading our communities towards a healthier, more prosperous future. It's a commitment that we're proud to make to the region we call home.**

### **About our merchandise program**

Our merchandise sponsorship is part of our Ripple Effect program, supporting organisations who are doing their bit for the community.

We're looking to foster partnerships and support initiatives and events that will:

- Help our region prosper
- Offer quality education and volunteering pathways
- Support good health and wellbeing
- Protect our environment.

If this sounds like a good fit for your community group, then we'd love to hear from you. Below are the requirements you'll need to meet.

### **Are you eligible?**

We support community events and initiatives, with priority given to community-based, not-for-profit organisations throughout our service region.

We believe it's important they make a significant and positive change within our local community. Therefore, applications for event support must align with at least one of our four community strategic focus areas:

#### **Regional prosperity**

Initiatives and projects that build capacity with a focus on leadership, engagement, partnership, strategy and advocacy.

**Example:** field days, leadership forums

#### **Education, training and volunteering**

Initiatives and projects that promote access to quality education, training and volunteering pathways.

**Example:** youth mentoring, volunteer training

#### **Health and wellbeing**

Initiatives and projects that enhance public health and physical and mental wellbeing.

**Example:** sporting groups, fun runs

#### **Natural environment**

Initiatives and projects that promote healthy and sustainable ecosystems.

**Example:** tree-planting, rubbish clean-up days

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**Applications that fall outside the scope of the program and are NOT eligible include events that:**

- Are held outside our service region.
- May attract adverse community response.
- Involve open-ended sponsorship or naming rights.
- Discriminate adversely against people, organisations or groups.
- Support organisations that derive primary income from, or are significantly linked to, tobacco, gaming or alcohol industries.
- Have visible links to political or lobby groups.

## How will you assess my application?

Applications will also be assessed based on the following criteria:

- Initiatives and events must be located or held within our service region.
- Where applicable, obligations under the Child Safe Standards must be met including current Working With Children's Check documentation.
- Evidence of your group's legal status and public liability insurance must be provided.

We give priority to initiatives and events that actively encourage inclusive participation and support accessibility including for those who:

- Are experiencing vulnerability
- Are living with a disability
- Identify as Aboriginal or Torres Strait Islander
- Are culturally and linguistically diverse
- Are experiencing family violence.

## Promotion and dissemination

We ask successful groups to acknowledge our merchandise sponsorship support and use our corporate logo in any promotional materials.

This can be done through project/event advertising, website and social media. We'll send you a copy of our corporate logo and brand guide to help.

We'll also support you in publicising the success of your project or event. Please share three high-resolution images with us within five business days of the project or event's completion, along with authorisation to use these images for promotional use.



## Apply in February or August

Applications for merchandise are open during our two rounds in February and August each year. Keep an eye on our website for the dates.

A great range of merchandise is available including drink bottles, trigger nozzles, calico bags, 10 litre buckets and shower timers.

Please see our website for images and further information.

Each year we receive a large number of applications and, although they may meet our guidelines, we're not able to sponsor all applicants. Your sponsorship request may be declined, or we may offer an alternative to what you have applied for.

The sponsorship decisions we make are final.

Successful applicants must not on-sell our merchandise.



**Drink bottles**



**Trigger nozzles**



**Calico bags**



**10 litre buckets**



**Shower timers**



**Back pack**

## We're here to help

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