



Yallourn Community Sponsorship Program





Community Sponsorship Program

TRUenergy is a significant member of the Latrobe Valley community, sharing with our employees, local government, community groups and residents the goal of a friendly, vibrant and thriving community. We see community support as a vital part of our business activities, and we work with a number of organisations and groups that have been carefully chosen on the basis of their reputation, the results they achieve and their relevance to the broader community. We also seek opportunities that have the ability to involve our employees in a meaningful way.

One important way we're achieving this goal is through our Community Sponsorship Program.

Through our Community Sponsorship Program, we help out with financial and other assistance for local projects and activities that benefit the community.

The program recognises the importance that Valley people place on TRUenergy partnering with their local community. It also reflects the desire of our employees for the company to be a valued and integral member of the community.



Guiding Principles

1) Geographical boundaries

Our geographical area of focus extends from Morwell in the east to Yarragon in the west (including satellite towns) with a particular emphasis on neighbouring towns west of Yallourn.

2) Criteria

TRUenergy employees and community members have identified that we should focus our Community Sponsorship effort on projects and activities that promote:

- our youth
- economic development
- community health
- the environment
- Yallourn and the surrounding district's history

The following criteria should be considered when framing a proposal and evaluating whether your organisation or event will be a good fit with TRUenergy. The organisation seeking support:

- Shares or can reflect the TRUenergy brand personality, specifically supportive, enthusiastic, straight-talking, smart, approachable and reliable
- Shares or can reflect the TRUenergy values specifically teamwork, achievement, agility and social responsibility and integrity
- Has access to a substantial and passionate group of fans or supporters who can become advocates/customers for TRUenergy, and who can purchase TRUenergy products
- Can readily create powerful or interesting stories or images that could be incorporated into the brand campaigns of TRUenergy and will generate positive publicity
- Matches the current geographical location of TRUenergy Yallourn
- Can work at both a macro brand level and at a local community level to support Business Operations at Yallourn
- Offers naming rights, strong visibility or major positioning without excessive clutter from other partners
- Has the expertise and resources to deliver external or internal marketing campaigns for TRUenergy
- Delivers opportunities for TRUenergy employees to become involved in a meaningful or valuable way

3) General rules

As a general rule, we will not support sponsorships that align with:

- Political organisations
- Organisations with an exclusive religious focus
- Organisations supportive of or with visible links to tobacco, gaming, alcohol or drug-related issues
- Global fundraising
- Organisations that may be deemed likely to promote controversial issues that may damage or cause injury to the TRUenergy reputation
- Initiatives supported by a direct or indirect competitor to TRUenergy, particularly where that competitor is a major sponsor of the project or activity
- "For profit" organisations
- An individual person (or small group) seeking support for personal interests
- Proposals that do not align with our Community Sponsorship Program's Guiding Principles

On completion of the project successful applicants are expected to provide a report to the Community Sponsorship Team outlining the project's success in achieving the organisation's and TRUenergy's objectives.



4) Application

A Community Sponsorship Team at Yallourn considers each application for assistance under the Community Sponsorship Program.

To ensure team members have the right information to enable them to consider your project or activity on its merits, a Community Sponsorship Program application form must be completed and submitted to:

The Community Sponsorship Program

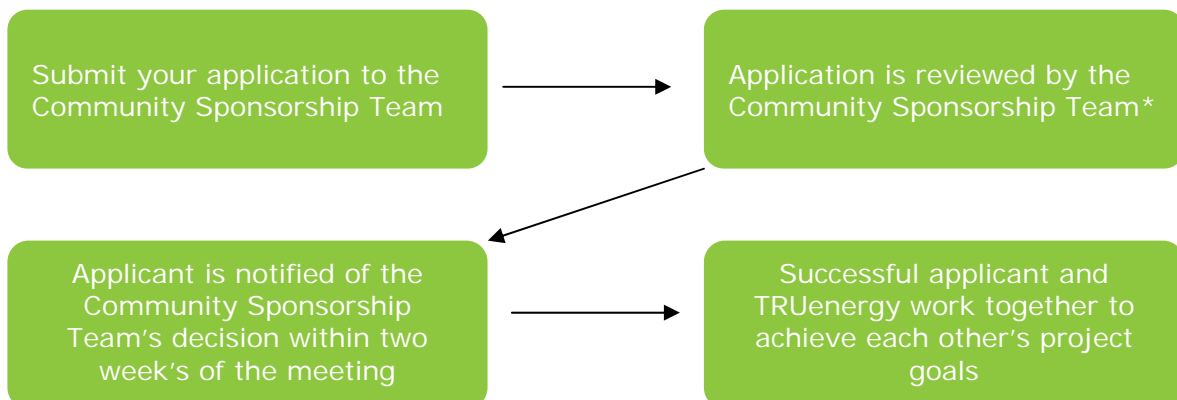
C/- Meredith Bowden
TRUenergy-Yallourn
PO Box 444
MOE VIC 3825

All proposals must include information about the:

- Specific details of the sponsorship – investment, timing, organisation and location
- Full list of benefits available to TRUenergy
- Other sponsors that are involved with the organisation
- Target audience of the sponsorship – their demographic details and the likely reach of the sponsorship

For more information, please telephone Meredith Bowden on (03) 5128 2960.

Application Process



The Community Sponsorships Team meets once a month and applications will be considered in this forum. To ensure that enough time is allowed for planning a successful partnership, it is preferred that applications be received at least **two months prior to activity commencing.*



Community Sponsorship Program

Application form

Please attach additional pages if space is insufficient to answer a question.

Part one: applicant's details

Organisation _____

Address _____

Contact name _____

Telephone _____ Facsimile _____

Email _____

Does your organisation or its members have an association with TRUenergy (e.g. employee)?

Part two: project details

Describe the project for which you are seeking support

What is the timing of your activity / activities?

What is the nature of the support you are seeking (e.g. financial, equipment, expertise, etc.)?

If financial, what is the amount you are seeking?

Who are the direct beneficiaries of this project?

Please detail your organisation's contribution to the success or completion of this project (e.g. fundraising, in-kind support, donation, etc.).

Have you or do you intend to approach other companies, including other electricity generators/retailers, seeking support for your project? (Answering 'yes' to this question does not mean that we will not support your project.)

Have we supported your organisation in the past? If 'yes', for what project (include the financial amount and when it was provided)?

Part three: guiding principles

How does your project meet our Guiding Principles?

How does your project promote TRUenergy as a valued and integral member of the community?

What are the details of exposure that TRUenergy will receive as part of this proposal? For example media exposure in press, radio or TV, signage, website recognition, etc.

How can TRUenergy employees be involved in the activities?

If your application is successful, on completion of the project will your organisation provide TRUenergy with a report outlining the project's success in achieving your organisation's and TRUenergy Yallourn's goals?

I agree that the information provided in this application form is true and correct to the best of my knowledge.

Signed

Name

Date
