



# Sponsorships and Donations

## Application form for funding up to \$3,000

The Bylong Coal Project is committed to creating long-term social and economic benefits for the region and this includes supporting worthwhile community initiatives and programs. Our focus is to support initiatives that directly benefit our local community.

### BYLONG PROJECT PRIORITIES

Applications which support one of the Bylong Coal Project priority areas will be given a higher scoring in the assessment of applications:

- Education and childcare
- Community health
- Community wellbeing

### DEFINITION OF SPONSORSHIP CATEGORIES

**Event sponsorship** – This includes support for both one-off and recurring events. Recognition could include naming rights (depending on level of support), materials to include logo and name, passes to the event, opportunities to promote the Bylong Coal Project at the event, and representation in advertising. Event sponsorship may provide exposure to people outside the region.

**Project sponsorship** – This includes support of a particular project and is normally a one-off request. It is likely to be the construction or funding towards the construction/creation of a project and provides long-term recognition of the Bylong Coal Project.

**Program sponsorship** – A program sponsorship provides an opportunity to support ongoing activities including (but not limited to) youth sports programs, school breakfast clubs, book clubs through local libraries, girl guides, scouts, sponsorship of school end of year awards.

**Site sponsorship** – This could include a banner ad or placement of a logo in a prominent position at the local sports club or community venue. Highly visible sites and areas which have high patronage are desirable to secure and assist in promoting the Bylong Coal Project name.

#### Donations

Donations are a gift or contribution to an organisation, event or private individual without recognition or conditions/restrictions attached to the gift. A donation may be financial or in-kind assistance but there is no requirement of the recipient to advertise the assistance. Donations are usually philanthropic contribution or gift to a charity or organisation with Deductible Gift Recipient (DGR) status.

### ELIGIBILITY CRITERIA

The area in which the Bylong Coal Project may be developed has a wide and economically diverse range of stakeholders. It is important to apply clear guidelines to evaluate investment applications to assist in ensuring a quantifiable benefit to both parties.

As such, an assessment tool has been developed to measure the suitability of all applications against the following criteria:

1. Promotes the Bylong Coal Project's mission and objectives.
2. Presents value for money
3. Helps build a relationship with stakeholders
4. Provides significant benefit to the community
5. Provides positive exposure

Assessment will be conducted by the Community and Stakeholder Engagement team and a recommendation for approval will be provided to KEPCO for consideration. KEPCO will review the assessment and recommendation and make a decision to approve or decline the request. Applicants will be advised of the outcome of their application within four weeks of the closing date.

### Submission Details

Please return your completed application, including documents to support your request for funding, to:

By email: [bylong@worleyparsons.com](mailto:bylong@worleyparsons.com)

By mail: **Community Liaison Officer**

**Bylong Coal Project**

**367 Upper Bylong Road**

**Bylong NSW 2849**



## APPLICATION FORM

REF:-

### CONTACT DETAILS

Date of request:	
Legal / registered name of organisation:	
Australian Business Number:	<input type="checkbox"/> Not Applicable
Donation / sponsorship name:	
Contact person:	
Position / title:	
Telephone:	
Email:	
Website:	
Street address:	
Postal address:	

### ABOUT YOUR ORGANISATION

Type of organisation:  Charity / not-for-profit     Community Group     Association  
 Other (please specify): .....

Has your organisation been granted Deductible Gift Recipient (DGR) status? *Note that this is not essential but may be advantageous*

Yes     No

What are the key goals or principles of your group? (100 words maximum)



**DETAILS ABOUT YOUR REQUEST**

**Round of funding you're applying for:**

ROUND 1  
(closes 3 March 2017)

ROUND 2  
(closes 30 June 2017)

ROUND 3  
(closes 3 November 2017)

**Name of event / project  
(if applicable):**

**Date of event / project  
(if applicable):**

**Which of KEPCO's areas does your application principally address (please tick)?**

Education and childcare

Community health

Community wellbeing

**What type of request are you making:**

Sponsorship

Donation

An employee involvement initiative / in-kind contribution

**Sponsorship category:**

Event

Project

Program

Site Sponsorship

**What kind of support are you seeking?**

Funding

Time and expertise / volunteers

Equipment

Skills development / mentorship

**Is this a new or existing initiative?**

New

Existing (request is for support in expanding or diversifying)

**Have you previously received financial or in-kind contribution from KEPCO?**

Yes  No

**If yes, when and what amount or type of support?**

**Describe the need for your initiative?** *Include in your answer a description of how the initiative addresses an identified community need (Max 80 words)*



How many people will be benefited by the initiative?

1-5

6-10

11-20

More than 20

What outcomes would a contribution from KEPCO help to achieve? (100 words maximum)

**WORKING TOGETHER**

Who else is likely to be involved? e.g. other businesses, government, community organisations

Organisation	Role	Approached	Status
		<input type="checkbox"/> Yes <input type="checkbox"/> No	
		<input type="checkbox"/> Yes <input type="checkbox"/> No	

Are there any opportunities for our Bylong Coal Project staff to volunteer?

Yes  No

If yes, describe the nature of this involvement (Max 80 words)



**BUDGET AND RESOURCING**

**Total amount requested from KEPCO**

(up to \$3,000. Community Investment Fund payments do not include GST as they are not payments for supply).

\$

**Breakdown of spend (attach evidence of expense e.g. quotes where applicable):**

Item/Activity	Total Cost	Requested contribution from KEPCO
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
<b>Total</b>	\$	\$

**How will KEPCO's contribution be recognised:**

- Flyers, brochures, event programs
- Local print media
- Invitation to event
- Printed merchandise
- Signage
- Radio / TV
- Acknowledgement through event formalities (e.g. speeches)
- Other (please specify) .....

**DECLARATION**

**Your organisation's CEO or Chairperson must sign this declaration.**

I certify that all the information provided in this application is current and correct and I give KEPCO permission to contact any relevant person or organisation in the processing of this application. I have:

- Read KEPCO's community development guideline
- Confirmed that my organisation / project / event is eligible for support
- Completed all sections of the Application form (where applicable)
- My funding application is for \$3,000 or less
- Included any supporting documentation as requested (e.g. DGR status if applicable)

I acknowledge and agree that, if I am successful in my application, I will:

- Accept and use support as awarded
- Allow information about the initiative to be used by KEPCO and the Bylong Coal Project for external communication and promotion purposes
- Use KEPCO's logos and/or display materials on sponsorship or event materials as agreed

SIGNED:

NAME:

POSITION:

DATE:



**WorleyParsons**  
resources & energy

**BYLONG**  
Coal Project



**KEPCO**  
BYLONG AUSTRALIA

KEPCO Bylong Coal Project  
Email: [bylong@worleyparsons.com](mailto:bylong@worleyparsons.com)  
Phone: 1800 BYLONG (295 664)  
Mail: Community Liaison Officer  
Bylong Coal Project  
367 Upper Bylong Road  
Bylong NSW 2849

[www.worleyparsons.com](http://www.worleyparsons.com)  
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