**This form is a planning document only and is intended to be used in preparation for completing the online sponsorship application form.**

## Application form requirements

Before you start the online application form, please ensure you have the following information and documentation:

* General business information about your organisation and key personnel.
* Information about your project or initiative including: project plans, budget, partners, activities and outcomes.
* Letters of support or references where possible.
* Authorisation from your organisations’ Chairperson or President, and Treasurer.

## Section 1 – Eligibility Checklist

* My organisation is based in Moreton Bay, Sunshine Coast or Noosa Local Government Areas.
* My organisation is a not for profit or an entity that supports a charitable cause or community initiative
* The initiative does not support a single individual, religious or sporting group
* The initiative does not conflict with Unitywater brand values
* The initiative does not promote alcohol, drugs, gambling, violence, discrimination
* There is no conflict of interest with Unitywater
* The initiative is not purely fundraising
* The initiative will meet sponsorship category objectives
* The initiative will generate measurable benefits and reportable outcomes for the community
* The initiative will generate community participation
* The initiative has not already commenced
* The initiative will be undertaken and completed before 31 December 2018
* I am able to complete an interim report by 1 June 2018
* I am able to complete an acquittal report by 1 February 2018.

## Section 2 – Category objectives

*Select the category you are applying for (maximum one per initiative)*

*Select as many objectives your initiative will meet (successful applicants are required to demonstrate how these have been met)*

**What kind of sponsorship are you applying for?**

* Environment
	+ Objective 1: Improve outcomes for our region’s flora, fauna and biodiversity
	+ Objective 2: Reduce the community’s impact on the environment
	+ Objective 3: Reduce the community’s impact on the environment
	+ Objective 4: Increase community awareness of the local environment and their role in protecting it
* Community Development
	+ Objective 1: Encourage community participation
	+ Objective 2: Improve the quality and usage of community spaces
	+ Objective 3: Provide opportunities for economic development
* Community Wellbeing
	+ Objective 1: Encourage community participation
	+ Objective 2: Improve access to health, wellbeing and social services
	+ Objective 3: Increase interaction between individuals and community services/organisations

**List all the expected outcomes from your initiative, particularly those that will help you reach these objectives**

**List all project participants** *(eg: partners, community organisations and sectors)*

## Section 3 – Your organisation details

|  |  |
| --- | --- |
| Organisation name |  |
| Street Address  |  |
| Is your group a not for profit | * Yes
* No
 |
| What is the primary focus of your group | * Health and wellbeing
* Education
* Environment
* Events
* Indigenous
* Sport and recreation
* Charitable service
* Arts and culture
* Aged care
* Other:
 |
| Provide ABN or ACN |  |
| Provide website address  |  |
| What is your organisation’s aim? |  |
| Do you hold any of the following insurances? | * Public liability
* Volunteer insurance
* Workers compensation
* Building and contents
* Other
 |
| How many members do you have? |  |
| How many paid employees do you have?  |  |
| How many volunteers do you have? |  |
| How many community members use your services each year?  |  |

## Section 4 – Project details

|  |  |
| --- | --- |
| Project / initiative title |  |
| Start date: |  |
| End date: |  |
| Project description: | Please answer: WhoWhat Where When WhyHow  |

## Section 4 – Project activities

## Please list the key activities to be undertaken in each quarter

|  |  |
| --- | --- |
| **1st Quarter** Jan to Mar 2018  | EG: * Recruit volunteers
* Host media event
 |
| **2nd Quarter** April to June 2018 |  |
| **3rd Quarter** July to Sept 2018  |  |
| **4th Quarter** Sept to Dec 2018  |  |
| **UPLOAD** | Upload your project plan if available. |
| **EVENTS**  |  |
| Do you have all required event approvals?  | * Yes
* No
 |
| **BUILDING and INFRASTRUCTURE PROJECTS** |
| Do you have all required approvals?  | * Yes
* No
 |
| Who owns the land on which you will build? |  |
| Have they provided consent? | * Yes
* No
 |

## Section 5 – Audience and reach

|  |  |
| --- | --- |
| What is your target audience | *Please list community sectors you aim to attract and engage**For example: primary school students and their parents*  |
| How many people do you expect to reach? | *Please state how many people you think will be involved in the initiative* |
| How did you calculate this number?  | * Current participation numbers
* Past participation numbers
* Research of similar numbers
* Estimate
 |
| Which region/s will be included?  | * Noosa
* Sunshine Coast
* Moreton Bay
* All of the above
 |

## Section 6 – Community benefit

|  |  |
| --- | --- |
| How will the community benefit from your initiative?  |  |
| What best describes the proposed impact of your initiative on the community or participants? | * Improved or new service
* Improved or new facilities
* Improved or new experience or event
* New or improved skills
* Positive behavioural change
* Improved quality of life or wellbeing
* Improved waterway health
* Environmental conservation
* Projection of wildlife/and/or habitats
 |

## Section 7 – Media and Marketing

|  |  |
| --- | --- |
| How will you promote the initiative?  | * Advertising
* Media release/s
* Newsletters
* Social Media
* Event signage or posters
* Promotional material
* Printed collateral eg flyers
* Other:
 |
| How will you community Unitywater’s support? | * Advertising
* Media release/s
* Newsletters
* Social Media
* Event signage or posters
* Promotional material
* Printed collateral eg flyers
* Other:
 |
| Who will prepare and deliver these communications? |  |
| UPLOAD | Upload your media or marketing plan if available  |
| UPLOAD | Upload any marketing materials and media coverage from previous events  |

## Section 8 – Funding

|  |  |
| --- | --- |
| What is the total cost of the initiative  | $ (ex GST) |
| How much are you requesting from Unitywater | $ (ex GST) |
| How much will your organisation contribute | $ (ex GST) |
| **Please list all funding sources and amounts** |
| Insert name of funding source  | $ (ex GST) |
| Insert name of funding source  | $ (ex GST) |
| Insert name of funding source  | $ (ex GST) |
| Insert name of funding source  | $ (ex GST) |
| Insert name of funding source  | $ (ex GST) |

## Section 9 – Supporting documents

|  |  |
| --- | --- |
| UPLOAD | Upload any letters of support from project partners, past partners of stakeholders.  |
| UPLOAD | Upload any other documents that may support your application. |

## Section 10 – Authorisation

## Upon completion of the application, your President or Chair, and your Treasurer will need to confirm they agree to the application and all details provided.