

Sponsorship Guidelines

MainPower values its relationship with the North Canterbury community and is a major contributor to the wellbeing of the region. Our goal is to

Through our community support sponsorship programme, MainPower supports a number of projects and events each year.

We have developed a sponsorship strategy to ensure our support in the community is transparent and fair.

In accordance with our commitment to make a real contribution to the community, we currently support partnerships in areas that:

- promote energy efficiency and conservation
- facilitate economic growth in North Canterbury
- support environmental sustainability initiatives
- youth activities (e.g. educational, sporting, artistic activities)

Each proposal is assessed against a range of criteria, for example:

- Synergy between MainPower's business and the event or project
- Target audiences reached
- Benefits of the sponsorship to MainPower and the community or business sector
- Level of exposure and visibility
- Opportunity to create long-term value
- Number and type of other partners
- Value for money and leverage opportunities
- Alignment between our shareholders and the North Canterbury community

It is important that our partnerships deliver maximum benefit for all parties and for the community. For this reason, MainPower is unable to consider sponsorships for the following:

- Individual's projects because it is not possible to support everyone equitably
- Sports teams or clubs because it is not possible to support every club in the region equally
- Any political or religious event/project
- After school programmes
- Marketing and promotion of messages to either targeted groups or the community as a whole
- Travel
- Projects already completed
- Debt repayment or refinancing of existing debt
- Fundraising costs

Sponsorship types

Direct funding - financial support

In-kind sponsorship - MainPower completing work or donating materials

Information required

To ensure MainPower gives your proposal full consideration, please include the following information:

- Description and objectives of the project/event
- Why you believe MainPower has an affinity with your project/event
- History of the project/event and details of relevant parties involved, including their experience
- Benefits to the community
- Any testimonials from beneficiaries
- Commercial and other benefits to MainPower including:
 - Target audiences (including any research to support the audience reach and awareness of the event/project);
 - Detailed list of all benefits and exposure to be provided;
 - How the partnership will enhance MainPower's business or community objectives.
- The partnership options available including the costs and benefits of each option
- Relevant dates, venues, events etc
- Other partners and the proposed relationship with MainPower, including exclusivity provisions
- Management of the partnership and reporting mechanisms
- Major sources of funding
- Method of evaluating the success of the partnership against its objectives

Expectations of Sponsors

Sponsor benefits will be negotiated with successful sponsorship applicants on an individual basis. Examples of sponsor benefits are listed below.

- Inclusion in media coverage and social media posts
- MainPower signage at sponsored event(s)
- Invitation for MainPower representatives to speak at/attend relevant sponsee events
- MainPower logo on apparel/merchandise/tickets/programmes etc.

Submitting your proposal

Please complete a sponsorship request form and return to:

Mail: Customer and Corporate Relations
MainPower
PO Box 346
Rangiora 7440

Email: corpcomms@mainpower.co.nz

MainPower requires at least six weeks to give your proposal due consideration and will contact you for more information if required. You will receive a formal response in writing and if successful, you will be required to enter into a formal agreement with MainPower.

For more information please visit mainpower.co.nz or phone 03 311 8300.