



# Sponsorship Policy

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## 1. Introduction

MainPower values its relationship with the North Canterbury community and is a major contributor to the wellbeing of the region. Through our community support sponsorship programme, MainPower supports several projects and events each year.

## 2. Scope

The scope of this policy relates to all MainPower staff who are involved in the community sponsorship programme.

## 3. Objectives

MainPower has developed a sponsorship strategy to ensure our support in the community is transparent and consistently applied.

In accordance with the Company's commitment to make a real contribution to the community, MainPower currently supports partnerships in the areas of:

- Youth.
- Energy efficiency programmes and activities.
- Environmental sustainability.
- Economic development.

It is important that MainPower's sponsorship 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.
- 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.

### Evaluation

Sponsorship proposals will be evaluated against the following general criteria. These criteria have been developed to ensure that MainPower establishes sponsorship relationships that will mutually benefit MainPower and the receiving organisation.

- Tangible benefits associated with the partnership.
- Enhancing image, developing and shaping perceptions.
- Ability to reach targeted audiences and build relationships.
- Positive exposure for the MainPower brand.
- Alignment with MainPower's strategic direction.
- Potential for long term, sustainable partnership or relationship.
- Relevance and impact.

At its discretion, MainPower may elect to support social or other events that do not meet all of the above criteria; but are to be held as part of a larger, qualifying program. The allocation for requests of this type will be determined or reconfirmed annually.

## Exclusions

MainPower will not sponsor the following:

- Events or organisations outside of New Zealand;
- Illegal or high-risk events or activities;
- Controversial or polarising events or activities;
- Any political or religious event or organisation; or
- Anything that could be considered harmful to the environment.

## Evaluation Process

Organisations are welcome to submit unsolicited sponsorship proposals to MainPower. MainPower also proactively seeks partnerships with appropriate potential strategic partners. For detailed information on submitting proposals, refer to the sponsorship guidelines.

## Document History and Version Control

Version #	Date Approved	Approved By	Brief Description
1.0	13/05/2020	GM Customer & Corporate Relations	ARC approved
2.0	08/09/2021	GM Customer & Corporate Relations	Scope clarified.

## Distribution

- All Staff