



## **VERVE ENERGY COMMUNITY PARTNERSHIP GUIDELINES**

**When seeking support from Verve Energy, please consider these guidelines to assist with your community partnership proposal.**

### Verve Energy supports:

- Groups or organisations primarily in areas in which Verve Energy operates, such as Kwinana/ Rockingham and Collie/ Bunbury areas.
- Partnership activities that focus on:
  - Youth Education;
  - Youth Training;
  - Environment.
- Events or activities where it is satisfied that the credentials of the administrators, the nature of the activities and the way that they are to be presented are such that we will be proud to be associated with them.
- Western Australian-based programs or events.

### Verve Energy looks for proposals with:

- A logical fit to our business.
- An opportunity to target key stakeholders.
- An opportunity to involve our employees.
- An opportunity for hospitality or key stakeholder networking.
- Provision of content for our intranet and internet web sites.
- Naming rights.
- Promotional media time/ space.
- Verve Energy as the only energy related partner.
- Indicators to measure the success of the partnership

### Your proposal must include:

- Key details of the opportunity, including duration of the event, your objectives, and information about who are your target markets.
- An overview of your marketing and promotional plans.
- Description of how Verve Energy funds will be spent.
- A list of other partners or contributors who have committed to date.

- A comprehensive list of benefits, including how they relate to Verve Energy.
- Information about your company/ group.

Verve Energy does not support:

- individuals.
- political or religious organisations.
- international aid appeals.
- events sponsored by bodies that make grants to others.
  - activities that are the direct responsibility of Government.
  - indirect appeals (including charity dinners, golf days, journal advertising and fund-raising events).
- A community partnership arrangement must not impose or imply conditions that would limit, or appear, to limit, Verve Energy's ability to carry out its functions fully and impartially.
- All use of the Verve Energy brand (logo, corporate colours, etc) must be consistent with the corporate style guidelines. Refer to logo guidelines under Our logo on this website.
- No community partnership will be considered where any employee of Verve Energy, or their immediate relatives could receive any personal benefit.

**Please forward your request in writing to:**

**Corporate Relations Officer  
Verve Energy  
GPO Box F366  
PERTH WA 6841**

**Or  
[inquiries@verveenergy.com.au](mailto:inquiries@verveenergy.com.au)**