

## Ripple Effect

# Water for Events Sponsorship Guidelines



We provide portable drinking water refill stations, dispensers, recyclable paper cups and a water trailer for eligible community events as a zero-cost alternative to purchasing bottled water.

It's part of our *Ripple Effect* community grants and sponsorship program which builds on our commitment to go beyond water for strong communities.

## About the program

The *Ripple Effect* program has three categories:

- Water for Events Sponsorship (open all year round).
- Merchandise Sponsorship (two rounds open in March and September).
- Community Grants (open in April).

## How does Water for Events Sponsorship work?

We invite community groups to apply at any time throughout the year to borrow:

**Thirst Aid Coolers** Minimum four weeks' notice

**Thirst Aid Point** Minimum four weeks' notice

**Thirst Aid Station** Minimum eight weeks' notice (large events only – please contact us PRIOR to applying for support)

We can also supply recyclable paper cups where appropriate.

Our capacity to support events is limited. Each year we receive a large number of applications and we may not be able to support all requests.

The sponsorship decisions we make are final.



**Thirst Aid Cooler**  
19-litre drinking water dispenser.

**Perfect for:**

- Small indoor events.
- Remote outdoor events with no mains water supply.



**Thirst Aid Point**  
portable drinking water refill station.

**Perfect for:**

- Outdoor events with mains water supply and accessible taps.



**Thirst Aid Station**  
1,000-litre trailer that can be connected to a mains supply or filled by us prior to use.

**Perfect for:**

- Large outdoor events of more than 500 people.

## Is my event eligible?

We support community events and initiatives, with **priority given to community-based, not-for-profit organisations throughout our service region.**

We believe it's important they make a significant and positive change within our local community. Therefore, applications for event support **must align with** (but are not limited to) at least one of our key strategic community focus areas:

### Regional prosperity

Initiatives and projects that build capacity with a focus on leadership, engagement, partnership, strategy and advocacy.

### Education, training and volunteering

Initiatives and projects that promote access to quality education, training and volunteering pathways.

### Health and wellbeing

Initiatives and projects that enhance public health and physical and mental wellbeing.

### Natural environment

Healthy and sustainable ecosystems are crucial in providing communities with access to clean water, unpolluted air and food production. We will consider sponsorship support for initiatives and projects that promote healthy and sustainable ecosystems.

### Applications that fall outside the scope of the program and are NOT eligible include events that:

- Are held outside our service region.
- May attract adverse community response.
- Involve open-ended sponsorship or naming rights.
- Discriminate adversely against people, organisations or groups.
- Support organisations that derive primary income from, or are significantly linked to, tobacco, gaming or alcohol industries.
- Have visible links to political or lobby groups.

## Terms and Conditions

We cannot release any items for use unless you have agreed to the Terms and Conditions specified in the Water for Events application form.

### Terms and Conditions cover:

- Cleaning
- Liability for damages
- Promotion and reporting expectations.

**Please note: In the event of an emergency, our Thirst Aid Station may be needed to supply water to towns. In this case, the trailer may become unavailable at short notice or may be removed from your event prior to the event's completion.**

## How will you assess my application?

Applications will be assessed according to the following criteria:

- Does your event meet our eligibility criteria?
- Have you provided evidence of legal status and public liability insurance?
- Have you read and agreed to the conditions listed in the application form?

Applications from other types of organisations within South West Victoria that demonstrate alignment with our community strategy themes and meet the criteria may be considered at our discretion.

## Promotion and dissemination

We ask successful groups to acknowledge our sponsorship support and use our corporate logo in any promotional materials.

This can be done through project/event advertising, website and social media. We'll send you a copy of our corporate logo and brand guide to help.

We'll also support you in publicising the success of your event. Please share three high-resolution images with us within five business days of the event's completion, along with authorisation to use these images for promotional use.

## How do I collect and drop off the items?

Thirst Aid Coolers and Thirst Aid Points can be collected and returned to one of our corporate offices at:

- 25 Gateway Road Warrnambool.
- 66 Gray Street Hamilton.
- 15 Townsend Street Portland.

Our employees will deliver, set up and collect the Thirst Aid Station. This will be arranged with you prior to your event.

## Questions?

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