



SEA SWIFT 2023

FREIGHT ASSISTANCE SPONSORSHIP GRANT – KEY CRITERIA

INTENT	Sea Swift supports community events and initiatives focussed on promoting the areas it services in Northern Australia. The strategy for providing sponsorship or support freight assistance or funding focuses on building the viability and productivity of community-based organisations; aimed at enhancing the capability of the local communities, improving awareness and promoting economic growth.
ASSISTANCE TYPE	<p>Funding is provided in the form of freight assistance or direct finance, depending on the event or initiative.</p> <p>Each application must utilise the Sea Swift Sponsorship Application Form. Each enquiry will be reviewed and evaluated by the Sea Swift customer service and commercial teams and applicants will be contacted within a fortnight of submission.</p>
DETAILS	<p>Applications for major grants must be submitted at least 6 months prior to the commencement date.</p> <p>General applications and one-off sponsorships can be submitted up to the value of \$3,000. Note the application can be submitted any time throughout the year, but must be at least 2 months prior to commencement date.</p> <p>This limit does not apply to sponsorships included in customer contracts.</p> <p>Please understand that Sea Swift has a limited sponsorship budget for freight assistance and community involvement. We work hard to accommodate the high amount of requests received per year and thank you for taking the time to apply.</p>





PROVISIONS

Applications must be submitted at least six weeks before the proposed event or activity. All events, activities or community initiatives are to take place within twelve months of the sponsorship approval date.

ELIGIBLE APPLICANTS MUST

- Reside, operate or work in one of the ports or areas serviced by Sea Swift
- Read and agree with the Sea Swift Sponsorship Framework
- Identify with one of the core sponsorship ideals highlighted by Sea Swift: Arts & Culture, Environmental Conservation, Community Health & Wellbeing, Community Enterprise, Community Events
 - The chosen ideal must be identified upon application
- Provide Sea Swift with a clear and valid purpose for the sponsorship opportunity
- Abide by all marketing and communications requests from Sea Swift in line with the negotiated sponsorship agreement
- Provide a price estimate for the services provided upon application

APPLICATIONS WILL BE REJECTED IF

- The cause, event or initiative is not supported by one of Sea Swift's 5 sponsorship ideals or fails to provide satisfactory reasoning regarding community alignment
- The location is outside the scope of Sea Swift's serviced communities
- There is no clear community connection or benefit to the event or activity
- There are conflicts of interest from Sea Swift due to an existing approved sponsorship agreement or conflict in company values or ethos

Sea Swift supports local businesses, organisations, non-for-profits and large scale community initiatives. For example, this may include traditional cultural rituals, environmental preservation programs such as Containers for Change or community services. Individual applications are discouraged. Please ensure applications are aligned with one of the framework values and guidelines.

ASSESSMENT CRITERIA

- Demonstrated ability of the event, project or initiative to align with application criteria provided by Sea Swift





- Demonstrated cultural, artistic, and economic merit of the event, project or initiative
- Demonstrated ability for the event, project or initiative to be completed to a high standard with adequate marketing and communications

The Sea Swift sponsorship framework and criteria must be abided by upon the terms of the sponsorship agreement. The sponsorship terms and continuity will be reviewed if this fails to be completed.

