



SEA SWIFT 2024

Sponsorship Framework

Sea Swift are a vital part of many lives and communities. The company relishes in supporting Northern Australia's people and initiatives, encouraging projects that strengthen communities and promote growth in the region.

Despite working in some of the most challenging conditions in the country, often with high operational and logistical expense, it is important for Sea Swift to support the communities we service through freight assistance and sponsorship where we can afford to do so.

Therefore, Sea Swift focus on approving applications from communities, non-for-profits and local organisations which focus on the following initiatives:

1. Arts & Culture

- Artistic and cultural expression is part of a community's identity and heritage. Sea Swift support community organisations rich in tradition and history.

2. Environmental Conservation

- We focus on environmental sustainability and collaborate with initiatives that make our planet a better and cleaner environment for all.

3. Community Health and Wellbeing

- Sea Swift support disadvantaged community members including youth. The youth of Northern Australia are our future, and need the support of established and emerging local industries to provide influence and assistance.
- Remote health initiatives, including any activities that promote the importance of medical health, mental health and wellbeing in remote communities.

4. Community Enterprise

- Economic growth in remote and coastal communities is challenging; we are committed to encouraging and supporting start-up and business initiatives.
- Applicants for arts initiatives must be from a professional arts organisation, carrying out activities of a cultural, arts or performing arts nature (this does not include hobbyists).

5. Community Events

- Sea Swift will consider all sponsorship opportunities for community sporting and social events, knowing how crucial they are to the people they represent.

Sea Swift treats each application on an independent basis. Sponsorships will not be approved solely due to previous arrangements.

Should your sponsorship be part of a prior arrangement or agreement with Sea Swift, please be aware the contract will be reviewed before renewal.





Collaboration is important to Sea Swift and forms a large part of the sponsorship and assistance program. The company is excited at the prospect of helping our communities in Northern Australia grow and flourish, while continuing spreading positive news about the community impacts Sea Swift are initiating.

Before approving or progressing a sponsorship application, please consider the following:

1. Why is it important for Sea Swift to sponsor this event or initiative?
2. Why is it important for this community to see Sea Swift's involvement?
3. How will Sea Swift be represented as a result of this agreement? Eg; logo exposure, event attendance, branding, exposure to customers and making connections.

Our guidelines will ensure each Sea Swift sponsorship is mutually beneficial and that each agreement is aligned with Sea Swift's values and ethos.

Sea Swift seeks exposure and marketing opportunities as a result of sponsorship and assistance agreements wherever possible.

Getting to know our community is important to us, and these arrangements are a great way Sea Swift can be more present in remote and coastal parts of Northern Australia.

FREIGHT ASSISTANCE SPONSORSHIP GRANT – KEY CRITERIA

INTENT

Sea Swift supports the community that it services. Events and initiatives that focus on promoting the remote and coastal communities of the area will be considered for sponsorship or freight assistance. Organisations supported by Sea Swift must share the values and morals of the company, as well as focussing on building the viability and productivity of community-based movements that are aimed at enhancing capability, improving awareness and promoting economic growth.

ASSISTANCE TYPE

Funding is provided in the form of freight assistance or direct finance, depending on the event or initiative.

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.





DETAILS

Applications for major grants must be submitted at least six (6) months prior to the commencement date.

General applications and one-off sponsorships can be submitted to a maximum value of \$3,000 or under. All general application submissions must be at least two (2) months prior to commencement date. This limit does not apply to sponsorships included in customer contracts.

Sea Swift has a limited sponsorship budget for freight assistance and community involvement. We work hard to accommodate the high amount of quality requests received per year, and thank you for taking the time to apply.

PROVISIONS

Applications must be submitted at least eight (8) weeks before the proposed event or activity. All events, activities or community initiatives must occur within twelve months of the sponsorship approval date.

ELIGIBLE APPLICANTS MUST

- Reside, operate or work in a port or community serviced by Sea Swift
- Read and agree with the Sea Swift Sponsorship framework before submission
- 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 event is not supported by a Sea Swift's sponsorship ideal, company values or fails to provide satisfactory reasoning regarding community alignment
- The location is outside 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 significant community initiatives. This may include traditional cultural rituals, recycling and environmental preservation programs 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.

