



## SPONSORSHIP FRAMEWORK- 2024/2025

### SEA SWIFT - BACKGROUND

Sea Swift is Northern Australia's largest shipping company, playing a prominent role in the development and sustainability of life in the Far North's regional communities.

Sea Swift is proud to service the community and operates daily as a trustworthy, reliable and durable service.

Sea Swift values the opportunity to support Northern Australia's people and initiatives, encouraging projects that strengthen communities and promote growth in the region. Sea Swift looks to support initiatives and events that align with its strategic focuses and values that make a real positive difference to its communities.

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. Each year a budget is set for sponsorship and the community has the opportunity to apply for funds for a particular purpose.

This Framework sets out the expectations and requirements for sponsorship applications and considerations for the year ahead.

### FOCUS AREAS FOR SPONSORSHIP

Sea Swift has a sponsorship budget for 2024/2025 year and is focussed on approving applications from communities, non-for-profits and local organisations which relate to the following initiatives:

#### 1. Arts & Culture

- Artistic and cultural expression is part of a community's identity and heritage. Sea Swift supports 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.

### **TYPE OF SPONSORSHIP AVAILABLE**

Sea Swift is open to receiving applications for sponsorship in the form of freight assistance.

### **APPLICATIONS- GENERAL INFORMATION**

Sea Swift treats each application on an independent and yearly basis.

Each year, applications must be submitted for consideration.

Applications will be considered against the requirements and the budget for a particular year. Sea Swift cannot guarantee that if sponsorship has been provided in past years that it will be provided in the current year.

### **PRE-APPLICATION CONSIDERATIONS**

Before applying for sponsorship, please take a moment to 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 the sponsorship? E.g; logo exposure, event attendance, branding, exposure to customers and making connections.

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. Sea Swift sponsorship should be mutually beneficial and be aligned with Sea Swift's values.

### **ASSESSMENT CRITERIA - FREIGHT ASSISTANCE**

The key assessment criteria to be addressed for freight assistance are as follows:

1. Demonstrated ability of the event, project or initiative to align with at least one of the focus areas of Arts & Culture, Environmental Conservation, Community Health & Wellbeing, Community Enterprise, Community Events (see detail above);
2. Demonstrated cultural, artistic, and economic merit of the event, project or initiative;
3. Demonstrated ability for the event, project or initiative to be completed to a high standard with adequate marketing and communications; and

4. Demonstrated ability to comply by all marketing and communications requests from Sea Swift in line with the negotiated sponsorship agreement.

Please ensure that you address each of these in the Sea Swift Sponsorship Application Form ([follow this link](#)) and include an estimate of the value sponsorship requested and how that has been calculated.

To further assist applicants, please note the following:

- Events and initiatives that focus on promoting the remote and coastal communities of the area will be highly considered for freight assistance.
- Organisations supported by Sea Swift must share Sea Swift's Values ([link here](#)), as well as be focused on building the viability and productivity of community-based movements that are aimed at enhancing capability, improving awareness and promoting economic growth in the community.

To be eligible for consideration, applicants must reside, operate or work in a port or community serviced by Sea Swift.

## APPLICATION PROCESS

1. Each applicant must utilise the Sea Swift Sponsorship Application form ([follow this link](#)) and each application will be reviewed and evaluated by the Sea Swift Customer Service and Commercial Teams.
2. Applications must be submitted at least twelve (12) weeks before the proposed event or activity.
3. Applicants will be contacted within 30 days of the team reviewing the Application Form to be advised if Sea Swift is in a position to assist the applicant with sponsorship. The response will set out whether or not the application is supported and if it is supported, the extent of the support. The outcome detailed in the formal response letter to sponsorship applications is final and will not be further reviewed by Sea Swift.
4. Applicants are advised that there can only be one application per organisation or individual per annum.
5. All any agreed sponsorship will be valid for a period of 12 months so please ensure that the event or activity or initiative occurs within 12 months.

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.