

# COMMUNITY INVESTMENT

## Arrow Energy's "Brighter Futures" Program

Arrow's Brighter Futures Program aims to improve the quality of life for people who live and work within our host communities – Dalby, Moranbah and Brisbane.

In each of these communities, seven bursaries are available for a total of 21 bursaries:

1. Health
2. Welfare/Disability
3. Education
4. Cultural
5. Sporting
6. Environment
7. Indigenous

## What is a Community Sponsorship?

A sponsorship is an agreement to buy a "level of association" for cash or in-kind from a community group or registered charity in exchange for leveragable benefits. These typically include:

- General community benefit
- Corporate reputational benefit
- Benefit to Arrow's stakeholders including employees, shareholders, and local communities.
- Media exposure
- Signage and advertising
- Tickets/hospitality

## Assessment Criteria

Every year Arrow receives a large number of sponsorship requests. While we recognise that all requests have individual merit, we must focus the company's resources on business objectives and the perceived benefits to our stakeholders.

While Arrow will review and respond to all external requests for sponsorship, the emphasis will be on creating or pursuing activities that contribute the most benefits to our host communities and are aligned more closely to our business objectives.

*Sponsorship requests will be assessed for:*

- Their ability to connect to Arrow's stakeholder groups
- Their community benefit
- Leverage opportunities associated with the sponsorship
- The benefits the sponsorship offers
- Any competitive advantage the sponsorship delivers.

**All sponsorship requests must:**

- Have a clearly defined sponsorship plan with key accountabilities, objectives, key performance indicators and measures, resourcing, execution, timeframes and process concerning review.

**Arrow will not sponsor:**

- Religious or political organisations unless it considers the benefit provided is genuinely charitable and available to the broader community on a non-denominational basis.
- Organisations or groups who discriminate or limit membership based on race, gender, beliefs, class or cultural considerations.

Arrow aims to respond to all applicants in writing within four weeks. These guidelines are indicative only and they are not intended to limit the ability of Arrow to approve or reject a sponsorship application for other reasons.



SPONSORSHIP APPLICATION FORM

**SECTION A. Applicant Information**

PLEASE NOTE: Arrow Energy restricts its sponsorship program to its host communities – Dalby, Moranbah and Brisbane.

1. Name of the applicant organisation requesting sponsorship (include full contact details).

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2.. Detail any previous association with Arrow Energy.

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3. Detail any other sponsors that are currently involved with the applicant organisation and their level of sponsorship.

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4. What is the proposed cost per year of the sponsorship?

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5. Please provide a description of the proposed sponsorship.

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6. What is the timing of the sponsorship/donation activity?

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**SECTION B: Community Benefit**

1. Which of Arrow's host communities plans to benefit the most from the sponsorship?

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2. What do you see as the key community benefits that will come from the sponsorship?

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3. How big is the reach and profile of the organisation?

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4. Why do you think Arrow is the right partner/sponsor for this sponsorship opportunity?

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**SECTION C: Business Alignment**

1. In what ways can Arrow be involved in the sponsorship project/opportunity/event?

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2. If not covered previously, please detail how Arrow’s employees could be involved in the sponsorship or organisation.

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3. Detail the benefits delivered under the sponsorship as it relates to the following areas:

a) Media/communication opportunities (eg, television, print, radio, internet, newsletters, databases)

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b) Use of our logo

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**SECTION D: Other Information**

1. Outline any other information you would like to include that is important to the sponsorship application.

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This Community Sponsorship Application should be forwarded to:

By mail: Arrow Energy “Brighter Futures” Program  
GPO Box 5262  
Brisbane Qld 4001

By fax: +61 7 3012 4001

By email: [communityinvestment@arrowenergy.com.au](mailto:communityinvestment@arrowenergy.com.au)