

## Transpacific Sponsorship and Donations Guidelines

Transpacific receives many proposals for funding and/or sponsorship to support local community groups, causes and other initiatives. We have developed these guidelines to assist organisations when preparing proposals for consideration.

These guidelines are a general guide only and should not be considered an offer or commitment by Transpacific.

All proposals should be submitted in writing for consideration. Please email all requests to [tpi.marketing@transpac.com.au](mailto:tpi.marketing@transpac.com.au). Please ensure each application contains the necessary contact details for follow up purposes.

**To be considered, a sponsorship or funding proposal should explain how it addresses the following eight points:**

1. Aligns with Transpacific's corporate values, which includes a safety-first philosophy, enhancing and protecting the environment, promoting excellence, conducting ourselves with integrity and mutual respect at all times and being accountable and responsible for our actions.
2. Aligns with all or specific and targeted parts of Transpacific's business operations, which includes the provision of total waste management services, recycling, general waste collections and disposals, waste-to-energy initiatives, industrial solutions, manufacturing and heavy vehicle distribution. Please refer to website for more detailed information regarding specific products and services offered by Transpacific.
3. Aligns geographically with one or more locations serviced by Transpacific's operations, clients and/or network of staff.
4. Supports Transpacific's brand position, which is to be seen as a modern, dynamic, innovative, technologically savvy, focused and driven company.
5. Supports Transpacific's philosophy, which is that all waste is a resource and Transpacific aims to incorporate recovery, recycling and reuse throughout all of our operations and those of our clients.
6. Appropriately acknowledges Transpacific and promotes our brand.
7. Associates Transpacific with professional organisations/activities.
8. Represents value for money.

At the very least, a proposal for sponsorship or funding (including donations) should address at least four of the above points. The more closely the proposal matches the above eight items, the more likely it is to be approved.

**All sponsorship or funding activities must:**

- Maximise Transpacific's profile to audiences and enhance its reputation.
- Target Transpacific's clients, business partners, staff, shareholders or community members and provides stakeholder satisfaction.
- Reflect Transpacific's operations in a professional manner.
- Not be in conflict with Transpacific's brand position, corporate values or philosophy (as outlined above) in any way.
- Not harm or damage Transpacific's reputation either directly or indirectly.

We will consider proposals in a range of categories. Each proposal is evaluated against how well it meets the above requirements, the target audiences reached and the benefits of the activity to Transpacific.

Depending on the level of sponsorship or support required, we generally like to have as much lead-time as possible to maximise the relationship (six months is preferable for complex activities such as major or national sponsorships).

If a proposal is accepted for major events/activities, an evaluation report may be required from the organiser to determine that the objectives were met.

All materials produced relating to the event/activity that includes the Transpacific name or logo requires Transpacific's prior approval (eg: brochures, media releases, website, advertising, etc).

Contra deals where Transpacific will be given opportunities for cross-promotion and/or promotion of Transpacific products/services will be considered.

Transpacific strongly supports safe and environmentally responsible behaviour. As such, we actively support events that are conducted with these perspectives in mind. For more information on Transpacific's safety and environmental policies, go to the Safety, Health and Environment page on our website.

### **Process for consideration**

- All proposals and requests for funds must be submitted in writing for formal consideration, with details regarding the opportunity and benefits on offer.
- The organisation seeking support is notified of the status of the proposal within six weeks of the proposal being received.
- We may need to seek additional information from the organisation to effectively evaluate the proposal. Please ensure contact details are included on all submissions.

While Transpacific would like to support all worthy applicants, due to the high volume of requests, this is not possible at this point in time.

Please note that even if your submission meets the above criteria, we cannot guarantee it will be successful, as existing relationships and partnerships may already be in place. In the spirit of creating and honouring long-term relationships, Transpacific favours sponsorship and donation activities with existing partners and customers.