

## Sponsorship Policy

### Overview

*Eire Constructions recognises the importance of strong communities and social cohesion.*

*We are committed to supporting the local communities we operate in through community sponsorship.*

### Sponsorship Criteria

Eire Constructions will generally only sponsor community events, activities or programs that:

- Support and strengthen the communities we are part of through:
  - Junior sport;
  - Children's education;
  - The arts;
  - Health promotion;
  - Environmental initiatives; and
  - Major community events which have a broad appeal to the local community, particularly families:
- are based in the geographic areas we operate in:
  - Hunter Region,
  - Hastings Region
  - Manning Valley, and;
  - Macleay Valley.
- provide civil construction exclusivity (i.e. there are no other construction companies in the given event or program)
- provide prominent brand exposure in media advertising and promotional collateral and/or broad community visibility through the target audience;
- provide strong and broad-based community benefits for a reasonable investment.

### Criteria which may result in exclusion

Eire Constructions will not support projects, initiatives, organisations or events that:

- Seek to raise funds for individuals,
- Are associated with dangerous, contentious, divisive or anti-social activities including (but not limited to) gambling, alcohol, drugs, firearms, beauty pageants or promote violence,
- have any political or religious agendas or associations;
- do not offer any significant local community benefits or operate outside Eire Constructions' operating footprint.
- for profit organisations.

## Assessment Criteria

- All sponsorship requests will initially be assessed against the criteria set out in these guidelines,
- If the proposal does not meet our criteria then a letter of decline will be issued via email or post.
- If the proposal meets our criteria, a Formal Evaluation will be conducted to fully assess the proposed opportunity.
- If the proposal is approved, the applicant/s will be notified of the decision and if necessary, a Sponsorship Agreement will be prepared.
- While we review each request individually on its merits, given the large volume of proposals we receive, we are unable to support every sponsorship request,
- We endeavor to respond to each request within four weeks of receipt.
- Proposals may be submitted to [admin@eirecon.com.au](mailto:admin@eirecon.com.au).