



## Sponsorship Policy

At Sol, we understand that we have obligations and responsibilities to the communities we serve, the environment in which we work, and to our stakeholders.

In particular, we are committed to the professional management of corporate social responsibility, through understanding the issues that concern our communities, and our role in addressing those issues.

Our sponsorship and community programs are aimed at forming active and mutually-beneficial relationships with organizations and communities, not merely through financial support, but also through contributing and transferring skills, expertise, and knowledge.

Sol Sponsorship Policy guides decisions about sponsorship. This policy has been developed to give you the relevant information to determine whether or not you are suitable for Sponsorship.

The policy supports a strategic business approach to managing and leveraging outgoing sponsorship, to maximize benefits from Sol's investments. The policy also ensures correct and transparent processes are implemented for the assessment, approval and management of sponsorship activities across the business.

### Sol's key principles for Sponsorship Management are:

- Alignment with Sol's business operations and corporate vision
- Appropriate acknowledgment of Sol
- Appropriate activity that supports Sol's corporate vision and brand position
- Appropriate association with professional organizations/activities
- Appropriate authorization for the involvement of Sol in the activity
- Ethical behavior and fair dealing
- Open and effective competition
- Effective management and reporting
- No direct competitors
- Value for money

In the main, sponsorships should always support the company's overall corporate vision to be 'a world-class customer-driven energy business'.

### Consequently, any sponsorship activity must support the corporation's objectives to:

- Maximize Sol's profile to audiences
- Provide customer satisfaction
- Build stakeholder value and returns
- Be responsive to the community needs/provide value to the community
- Reflect Sol's business objectives

### Proposal Guidelines

Sol is involved with several sponsorship activities and events across the region every year, ranging from small school projects and local environment groups, to regional community festivals and major sporting associations.



Sol receives many proposals for sponsorship and community activities. We have developed these guidelines to assist potential sponsorship seekers when preparing proposals for Sol's consideration.

Sol carefully considers sponsorship proposals to ensure they meet its business, community and marketing goals and are within its sponsorship budget.

While logo exposure is considered a bonus, it is not the primary goal of sponsorship. We expect that our sponsorship partners will invest in resources to work with Sol to deliver on the objectives set for the partnership, and to actively promote the sponsorship and Sol contribution to the event or program.

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

### **Brand Values**

Sol only supports activities that reflect the organization's brand values of community, safety, environment, education and innovation, customer service and our distribution network

### **Sponsorship Goals**

Sol's sponsorship vision is to support community and business activities that deliver:

- Lasting benefits to regional communities (with an emphasis on community enrichment and the environment)
- Business development/growth opportunities
- Support for network and asset activities (particularly environment and safety issues)
- Corporate hospitality and networking opportunities
- Long-term partnerships
- Support to our extensive network of employees

### **Proposal Process**

For all sponsorship considerations, Sol requires a written proposal to be evaluated by the Marketing Department.

We will consider proposals in a range of categories. Depending on the level of sponsorship, we generally like to have as much lead-time to the event as possible to maximize the relationship (6 months is preferable).

Each proposal is evaluated against detailed criteria including its synergy with Sol's brand values, how well it meets our sponsorship goals, the target audiences reached, the benefits of the sponsorship to Sol and the community or business sector, and the number of other sponsors involved in the activity. Proposals are also considered in view of Sol's current and ongoing commitments.

### **Sponsorships should provide at least four of the following:**

- A natural link with one or more of our brand values (i.e.: safety, environment, community, education and innovation and customer service)
- Creative ideas for utilization of the sponsorship (i.e.: "look outside the box") to help differentiate the Sol brand from other energy companies
- Naming rights or major sponsor identification
- Opportunities for Sol staff to be involved in the event/activity (beyond simply attending the event or receiving tickets, invitations, etc)
- Opportunities for cross-promotion and/or promotion of Sol products/services



- Provide opportunities for key customer hospitality and business networking opportunities, and/or contact with key members of the community
- Sol values safety and environmental awareness, and therefore supports events that are conducted in a safe and environmentally responsible way.

#### **To be considered, proposals should include:**

- Details and objectives of the opportunity, event or program
- Details of the synergy with Sol's corporate objectives and brand values and how flexible the elements of the activity are to address our requirements
- A list of key benefits to the community
- A list of sponsorship options and the benefits available for each level, including how they relate to Sol
- Target audience details (including audience reach) and any other research to support the event or program
- List of other sponsors and key parties involved who have committed to the activity
- A timeline, including important deadlines (particularly marketing deadlines) and calendar of events
- Credentials of your company and key contacts (publicist, marketing manager, event producer, etc.)

#### **Process for Consideration:**

- All proposals are reviewed by Sol's Marketing Department to assess suitability, feasibility, and resources required (human and monetary); including a post-event evaluation process
- The organization is notified of the status of the proposal within 4 weeks of the proposal being received, and all seekers receive written confirmation of the status of the proposal
- Further information may be requested from the organization about the activity if required to effectively evaluate the proposal.
- If a sponsorship proposal is accepted, post-event evaluation reports are required from the organizer to determine that objectives of the sponsorship were met.
- All materials produced relating to the event that includes the Sol name or logo requires Sol's prior approval (e.g.: brochures, media releases, website, advertising, etc).

#### **Proposal Enquiries and Submission**

All proposals must be submitted in writing for formal consideration to your local office. Contacts for your local office may be found at: <http://solpetroleum.com/contact>