

This policy covers sponsorship proposals. It outlines Waimakariri Irrigation Limited's (WIL) approach to sponsorship.



## POLICY STATEMENT

WIL undertakes sponsorships to support strategic partnerships and to demonstrate WIL's continuing commitment to be a good corporate citizen. Sponsorship also has a part to play in achieving WIL's business objectives.

## DEFINITION

Sponsorship is an investment by WIL in activities or events that meet the Company's sponsorship criteria, and that provides a benefit or return to WIL Shareholders. Sponsorships are seen as a partnership between WIL and the sponsored organisation or activity which advances the Company's and Shareholder profile, and WIL's strategic partnerships and/or community relationships.

## GENERAL PRINCIPLES

WIL will consider proposals for sponsorships which are aligned with the Company's vision, purpose, values and objectives. WIL's vision is *"to be an irrigation company that excels in providing water to our shareholders in a way that is sustainable, economic and at the same time improves environmental outcomes on farm and in the wider district"*. This vision is based on WIL's values of:

- we treat shareholders equally, fairly and respectfully
- we are open, honest and transparent
- we do the right thing – safely
- we respect the environment and the wider community that we operate in
- we are down to earth

There are two distinct objectives the Company considers when determining if support can be offered through sponsorship, including:

- Development and promotion of sustainable and positive relationships with WIL's customers, stakeholders and the community, through WIL and community initiatives; and,
- Building community goodwill which can influence groups to support WIL's strategy and long-term plans through positive associations with WIL sponsorship activities.

Where possible, both objectives should be met by any sponsorship undertaken.

All sponsorship opportunities should be considered in terms of maximising leveraging opportunities for WIL, as well as considered from a Shareholder and stakeholder perspective.

Sponsorship funds should be directed to tangible aspects of the event or cause, rather than general organisational running costs. Naming rights of an aspect of the event or cause are always preferable.

## SPONSORSHIP CRITERIA

Submissions will be considered for sponsorships that meet most or all of the following criteria, that require the event or activity:

- is based in the Waimakariri District with a strong connection to agriculture, irrigation, sustainability and environmental activities;
- promotes recreation activities that are aligned to the rural environment;
- promotes innovation in technology, irrigation and/or agriculture;
- has a wide appeal and a positive community association;
- promotes and is aligned with WIL's Company values, direction, strategies and objectives;
- assists WIL to build relationships that provide partnership opportunities, either through hosting, gaining positive media attention or building relationships with partner organisations or stakeholders; and,
- enhances WIL's relationships and position in the regional community

## WIL WILL NOT SPONSOR

- events or organisations outside of the Waimakariri District
- illegal or high-risk events or activities
- controversial or polarising events or activities
- any political or religious event or organisation
- anything that could be considered harmful to the environment, or to be an excessive contributor to climate change.

## APPLICATION

All sponsorship requests must be presented in writing and emailed to the Chief Executive Officer of WIL at [brent.walton@wil.co.nz](mailto:brent.walton@wil.co.nz) before the 20<sup>th</sup> of the month for it to be considered at the following Board meeting.

The CEO will prepare a recommendation to the Board.