

GLEN WATER

DESIRABLE SPONSORSHIP CRITERIA

The following list of desirable criteria will be used to help evaluate the appropriateness and value of the potential sponsorship. We will give preference to proposed sponsorships which:

- **Have a strong local community focus, particularly within the immediate area affected by the project.**
- **Place us as the principal or lead sponsor.**
- **Offer branding opportunities such as use of Glen Water logo on various promotional materials such as T-shirts, brochures, leaflets, invitations, e-mail broadcasts etc.**
- **Offer profile raising opportunities such as reference of Glen Water's sponsorship/support during key speeches/events.**
- **Give us access to organisational mailing lists or delegate lists at any sponsored events.**
- **Allow us to erect information/display stands (free of charge) at key events held by the sponsor.**
- **Allow us to distribute promotional literature on Project Omega and any other subsequent project at all sponsored events.**
- **Offer multiple PR opportunities to include appropriate quote or reference of Glen Water's support in all relevant press releases issued by the sponsor.**
- **Allow a Glen Water representative to be interviewed as part of any media interviews secured by the sponsor, as appropriate, and appear in any photo opportunities at key sponsored events.**