

# Jacana Energy Sponsorship Program

Guidelines for sponsorship applicants

2026



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## 1. Overview

Jacana Energy is committed to making a difference to the lives of Territorians. We do this in our everyday business operations, making energy easy for our customers, and being there for them when they need us.

As the largest energy retailer in the Northern Territory (NT), we understand the importance of supporting our community and giving back to initiatives that assist everyday Territorians.

These guidelines provide information and selection criteria for sponsorship applicants. Our sponsorship program is competitive, and applications that demonstrate the greatest benefit to the community and align with Jacana Energy's values will be given priority.

Sponsorships of up to \$20,000 are available. Applications are open from 23 February 2026 to 15 March 2026, for initiatives with a commencement period of April 2026 to March 2027.

## 2. Eligibility

### 2.1 Eligible organisations and events

The Jacana Energy Sponsorship Program is open to not-for-profit organisations, community organisations, charities, and community events that provide benefits to the Northern Territory community and align with Jacana Energy values detailed in Section 2.3.

### 2.2 Exclusions

Jacana Energy does not sponsor the following:

- Proposals that do not reflect Jacana Energy's brand and values.
- Commercial, for-profit businesses.
- Activities outside the reach of Jacana Energy's community.
- Projects that are the operational responsibility of federal, state, territory, or local government.
- Applications from political organisations or campaigns.
- Activities that may be considered divisive in the community.
- Applications from religious organisations for religious purposes.
- Funding to employ people to work directly on a project (however, funding may be provided to assist a not-for-profit organisation to employ staff).
- Applications from individuals raising funds on behalf of an organisation which is already receiving funding from Jacana Energy; or
- Individual sporting clubs (however, applications from sporting peak bodies may be considered).

### 2.3 Alignment to values

Applications must reflect Jacana Energy values and benefit the Northern Territory community to be eligible for our sponsorship program. Applicants will need to select 3 values that the application will be assessed on.

Value	What it means for us	What it means for the community
Diversity	We recognise you are all different and tailor our services to meet your individual needs.	Your initiative will support and promote diversity and inclusion within NT communities.
Innovation	We are looking at new ways to create smart energy solutions that benefit the Territory.	Your initiative finds new and innovative ways to deliver positive outcomes for Territorians and provide innovative programs that are easy for Territorians to access.
Honesty	We hold ourselves accountable to doing the right thing for you and your circumstances.	Your initiative will make a difference for Territorians and is accountable to the people/community it is assisting.
Teamwork	We're working together to provide better value for Territorians.	Your initiative will bring Territorians to work together and are looking for the most efficient and smart way of delivery.
Wellbeing	We believe in the power of communities and in being a responsible Territory Business.	Your initiative will support the wellbeing of Territorians, and it will enhance their lives and empower communities to improve and deliver positive outcomes.

## 3. Application process

### 3.1 Sponsorship funds

Sponsorship applicants can request up to \$20,000 for their initiative. Information about how the funds will be allocated must be clearly identified in the application.

### 3.2 Online form

All applications must be submitted through the online form on the Jacana Energy sponsorship page. (<https://jacanaenergy.com.au/sponsorship-program>). Late applications or applications sent via email will not be accepted.

If you require support submitting the online form, please contact Jacana Energy Sponsorships via email at: [sponsorship@jacanaenergy.com.au](mailto:sponsorship@jacanaenergy.com.au).

Sponsorship applicants are encouraged to include as much information as possible about their initiative. Applications that have forecast benefits, opportunities or past reports of successful similar programs will give their application the best chance of being successful. Applicants must supply their ABN or Registered Charity status.

### 3.3 Timeline

Stage	Timing
Applications open	23 February 2026
Applications close	15 March 2026
Outcomes communicated	March- April 2026
Report due	Within 60 days of initiative completion

## 4. Assessment process

### 4.1 Selection panel

Applications will be assessed by a selection panel of Jacana Energy employees.

Members of the selection panel are required to declare any conflicts of interest with sponsorship applicants. The selection panel will not score applicants where they have a potential, perceived or actual conflict of interest.

Final scores are an average of the total score assigned by the selection panel divided by the number of selection panel members.

### 4.2 Selection criteria

Applications will be scored based on the [selection criteria \(Appendix A\)](#).

Applicants will need to select 3 values that the application will be assessed on. If more than 3 values are selected, the application will be assessed on the top 3 value scores only.

Criterion	Scoring	Weight
Alignment to value	Scored against applicant's choice of 3 values Up to 3 points per value Total score up to 9 points	75%
Ability to measure outcomes and benefits	Up to 3 points	25%

### 4.3 Final selection

Sponsorship recommendations made by the selection panel are approved by the Jacana Energy CEO.

Application outcomes are communicated to the email address provided on the application form. Outcomes cannot be appealed, but applicants may apply again for future sponsorships.

## 5. Partnership and benefits

Sponsorships are an extension, and a reflection of our business. Through sponsorships Jacana Energy may wish to have benefits or promotional opportunities. These potential benefits include, but are not limited to:

- Opportunity to increase exposure, awareness of, and positive sentiment for our brand, products and services.
- Promotional opportunities in the media or the sponsorship recipient's owned channels.
- Opportunities for Jacana Energy staff to volunteer or make meaningful contributions to the community.
- Ability to negotiate leveraging opportunities so that Jacana Energy can enhance the experience of those involved.
- Recognition of Jacana Energy as a sponsor in promotional material, through the presence of the Jacana Energy logo.
- Product or service endorsement.
- Ceremonial involvement and/or speaking role to a relevant audience.
- Editorial/advertising in event program or other literature.
- Invitations to attend events or functions to network with relevant audience.
- Naming rights.
- Access to promote products and services through the sponsorship recipient's regular newsletters or email marketing.

## 5.1 Sponsorship requirements

### 1. Visual content deliverables

Sponsorship recipients will be required to submit a minimum of 4 high quality images depicting their use of the sponsorship which portrays a clear benefit to the community, for use by Jacana Energy at its discretion.

It is preferable that at least some of the images include people. These images should have signed talent release forms from all individuals who can be clearly recognised. If you do not have a talent release form, please use the Jacana Energy form provided in Appendix C.

### 2. Jacana Energy credit

Any promotional images (such as social media tiles or posters) relating to the activities developed through the sponsorship should include the 'sponsored by Jacana Energy' logo.

Where use of the logo is not possible, promotional content should include the line: "This event is sponsored by Jacana Energy."

## 6. Reporting

### 6.1 Report timing

Sponsorship recipients will be required to submit a report to measure the impact of their initiative. This report will need to be submitted within 60 days of the initiative's completion, unless another arrangement has been agreed upon with Jacana Energy.

## 6.2 Report content

Jacana Energy will provide a template for reporting back on the initiative and its benefits, unless another arrangement has been agreed upon with Jacana Energy. An example report template is provided at [Appendix B](#). The report template will be updated by Jacana Energy, tailored for each sponsorship recipient and sent directly to the recipient to complete.

Topics to be covered in the report include, but are not limited to:

- How the sponsorship funds were used or distributed;
- Number of people assisted through the program/initiative or people attended event.
- Location of equipment or other capital investment used by the sponsorship.
- Usage of equipment or other capital investment used by the sponsorship.
- Number of opportunities for Jacana Energy staff provided.
- Brand awareness for Jacana Energy
- Any other measures to demonstrate the success of the sponsorship.

The structure of the report is at Jacana Energy's discretion and may be changed as appropriate.

## 7. Disclaimer

### 7.1 Program changes

Jacana Energy reserves the right to:

- Vary these guidelines, the selection criteria or any other documented rule or procedure related to the Jacana Energy Sponsorship Program at any time.
- Accept or reject an application for sponsorship in its absolute discretion.
- Cease the Jacana Energy Sponsorship Program at any time.

### 7.2 Goods and Services Tax (GST)

Funding under the Jacana Energy Sponsorship Program may be subject to GST. If the sponsored organisation is registered (or required to be registered) for GST, it may have to pay GST on the sponsorship payment.

It is the organisation's responsibility to understand its obligations with respect to GST and to ensure that any GST component of the sponsorship payment is remitted to the Australian Tax Office.

### 7.3 Approvals, permits and insurance

It is the applicant's responsibility to hold and maintain any relevant business, occupation and related permits, licenses and insurance coverage required to undertake the work outlined in its Jacana Energy sponsorship application.

### 7.4 Due diligence, audit and compliance with the law

Recipients acknowledge:

- Jacana Energy will, in addition to anything specifically referred to in these guidelines, conduct such due diligence enquiries as it sees fit to ensure the integrity of the Jacana Energy Sponsorship Program.
- That the allocated funding is to be used strictly in accordance with the information submitted in its application.
- It is a condition of participation in the Jacana Energy Sponsorship Program that participants comply with all relevant laws.
- Without limitation, that participants ensure they are aware of their obligations under the *Independent Commissioner Against Corruption Act 2017* (the Act) and that none of their officers, employees, and/or members engage in improper conduct as that term is defined in the Act.

### 7.5 Privacy

Information collected as part of the Jacana Energy Sponsorship Program is collected for the purposes of assessing eligibility, audit, monitoring, evaluation and reporting.

Jacana Energy may request personal information including images to be displayed in communications related to the Jacana Energy Sponsorship Program including but not limited to print communications, website and social media. Jacana Energy may provide a Talent Release Form by request of the sponsorship recipient.

Any images provided to Jacana Energy by the sponsorship recipient can be used on social media, website and other communications related to the Jacana Energy Sponsorship Program unless explicitly requested by the sponsorship recipient at the time of sending. Retrospective removal of these images may be considered on a case-by-case basis but is not guaranteed.

### 7.6 Release and indemnity

By applying for the Jacana Energy Sponsorship Program and as a continuing obligation throughout any period of participation, the recipient declares and warrants to Jacana Energy that they fully release and indemnify Jacana Energy against any loss or damage it may suffer of any nature whatsoever (including without limitation personal injury or death) caused or contributed to, by participation in the Jacana Energy Sponsorship Program, the conduct of any works.

## Appendix A – Selection criteria

Applications are assessed on alignment to Jacana Energy values worth a maximum of 9 points (75% of total score), and measurement of outcomes and benefits worth a maximum of 3 points (25% of total score).

Values	3	2	1	0
<b>Diversity</b>	Strongly supports and promotes diversity and inclusion within NT communities.	Will moderately support and promote diversity and inclusion within NT communities.	Will provide some support and promote diversity and inclusion within NT communities.	Application does not meet or is not assessed on this value.
<b>Innovation</b>	Strongly finds new and innovative ways to deliver positive outcomes for Territorians and provide innovative programs that are easy for Territorians to access.	Moderately finds new and innovative ways to deliver positive outcomes for Territorians and provide innovative programs that are easy for Territorians to access.	Has some new and innovative opportunities to deliver positive outcomes for Territorians and provide innovative programs that are easy for Territorians to access.	Application does not meet or is not assessed on this value.
<b>Honesty</b>	Makes a strong difference for Territorians and is accountable to the people/community it is assisting.	Will make a moderate difference for Territorians and is accountable to the people/community it is assisting.	Will make a small difference for Territorians and is accountable to the people/community it is assisting.	Application does not meet or is not assessed on this value.
<b>Teamwork</b>	Strongly brings Territorians to work together, looking for the most efficient and smart way of delivery.	Will moderately bring Territorians to work together, looking for the most efficient and smart way of delivery.	Will bring some Territorians to work together, looking for the most efficient and smart way of delivery.	Application does not meet or is not assessed on this value.
<b>Wellbeing</b>	Strongly supports the wellbeing of Territorians, and it will enhance their lives and empower communities to improve and deliver positive outcomes for each other.	Moderately supports the wellbeing of Territorians, and it will enhance their lives and empower communities to improve and deliver positive outcomes for each other.	Provides some support to the wellbeing of Territorians, and it will enhance their lives and empower communities to improve and deliver positive outcomes for each other.	Application does not meet or is not assessed on this value.
<b>Measurement and reporting</b>	Strong ability to measure outcomes and benefits.	Moderate ability to measure outcomes and benefits.	Some ability to measure outcomes and benefits.	No ability to measure outcomes and benefits.

## Appendix B – Report template

### Jacana Energy sponsorship report

#### Organisation and initiative details

Organisation	
Initiative	
Sponsorship amount	
Organisation contact	
Organisation email/phone	

#### Allocation of funds spent

Amount	Purpose

#### Community outcomes

**Detail how the sponsorship achieved outcomes for the community.**

#### Ongoing benefits

**Detail any ongoing benefits from the sponsorship.**

#### Challenges

**Detail any challenges faced in delivering your initiative.**

#### Process improvements

**Detail any improvements Jacana Energy could make to the sponsorship process.**