

## SPONSORSHIP AND DONATION CRITERIA

Through our Sponsorship and Donations, we strive to achieve the following objectives:

- Increased brand awareness,
- Increased involvement and awareness within the community,
- Business development and growth,
- Strong customer and stakeholder relationships.

We look for sponsorship and donation opportunities which:

- contribute to the Company in at least one area specified above,
- provide opportunity for leverage and/or publicity, including signage and/or naming rights,
- are within our electricity distribution network region,
- connect with a community group/organisation, Iwi, Council, or key customer or stakeholder in the community development, sporting, or cultural arenas, and,
- are noteworthy as a local community achievement, advancement and/or are innovative and progressive,
- are fair, friendly, safe, ethical, beneficial and easily accessible to our local communities and environments.

We do not sponsor:

- events or activities occurring outside of Central Hawke's Bay,
- events which promote alcohol, smoking, violence, use of firearms, harm to the environment or community, gambling/betting, illegal or high-risk activities (for example, extreme sports, motor-racing, hunting etc.).