

Sporting application guidelines

As a valued partner in the community, we strive to ensure a variety of sectors across the community are supported through our Community Support Program. This year (2026/27) we have \$40,000 available in the form of specific packages to support local sporting clubs/groups.

Successful applicants will be considered 'Hydration Partners' and will work with us to encourage the community to choose tap water over sugary drinks. We will also encourage people to BYO water bottle and stay hydrated through their sporting activities. The available partnership packages are:

- 2 x \$10,000 sponsorships – Allocated to a project or improvement within an organisation.
- 4 x \$5,000 sponsorships – To assist with registration fees, uniforms, equipment or events.

There are also opportunities for us to provide in-kind support to these 'Hydration Partners' by supplying water carriers, sports water bottles and lending our portable water stations.

Please email partnerships@iconwater.com.au for in-kind support.



All sporting partnerships will be for the duration of 12 months, commencing on 1 July 2026. The funding must be expended by 30 June 2027. At the completion of your funding agreement you will be required to provide a case study.

Funding and in-kind support will not be offered to:

- professional sporting organisations
- single teams (rather than a club)
- an individual person participating in a sport
- organisations that discriminate against any persons, organisation or group
- applications from individuals, including those seeking support for activities such as academic studies, support to compete in a sporting event out of our region or requests for travel
- organisations or activities that are environmentally negligent or do not endorse sustainable practices
- organisations or activities which are deemed to promote controversial issues including gambling, tobacco and alcohol organisations that provide direct benefit to a political party, political organisation or politicians/candidates in public office
- applications from organisations who do not have a positive reputation in the community
- government organisations and infrastructure projects at schools.