

Strategic Fit Guiding Principles

Every sponsorship will be assessed on three guiding principles which determine whether there is a strategic fit with the Santos business and brand.

Sustainable Social Benefits

Sponsorships that create sustainable benefits to the communities they support.

Brand Reputation

Sponsorships that create awareness, interest, positivity and goodwill for the Santos brand and business

Business Objectives

Sponsorships that align with our business strategy and objectives

We will support:

Long-term partnerships that provide sustainable benefits such as breaking the cycle of poverty or crime, creating role models for the future, developing industry skills, reducing carbon emissions, providing programs and tools to deliver a better future, and/or driving generational change.

We won't support:

One off programs or events, short term fixes, individual pursuits, initiatives that harm the environment

We will support:

Partners who are willing to be advocates for our business, with values congruent with our own, who provide abundant opportunities to promote our brand and business, with programs that put the Santos brand in a positive light, and who provide sponsorship properties that are unique to Santos.

We won't support:

Political cash donations, or organisations with non-aligned values, who are not advocates for the business, or programs that already have significant support from competitors or 'brand saturation'.

We will support:

Partnerships and programs that align with our strategy, are located in key strategic regions, influence key stakeholders, enhance our operations, support our community relations strategy and/or help provide competitive advantage.

We won't support:

Programs that exclusively benefit regions where we do not operate or do not align with our business or community strategy.