



WORKING TOGETHER

SPONSORSHIPS AND DONATIONS GUIDELINES

OVERVIEW FOR SUCCESSFUL APPLICANTS

Inland Rail is committed to supporting communities where we will be operating, by making voluntary financial contributions to community-initiated projects and events. Specifically, activities organised by groups and schools which contribute to local and regional prosperity, education, mental health, well-being and sustainability. In addition, aligns with one or more of Inland Rail's core values: future thinking, active engagement, no harm, results.

We are eager to highlight your activities and achievements across Inland Rail's staff newsletter and social media channels. Therefore we are providing all recipients with this short guide for community groups and organisations to consider when sharing content and photos with Inland Rail and on their social media channels.

ACKNOWLEDGMENT, PUBLICITY AND PROMOTIONAL IDEAS

Recipients are expected to publicly acknowledge Inland Rail's support in any of the following ways using the wording "We acknowledge the support of Inland Rail" or "We thank Inland Rail for its support". This can be done through the following:

- ▶ Mentions in newsletters, flyers, media releases, community service announcements, posters, flyers, event program, menus, invitations, website, social media sites and/or staff intranet etc
- ▶ Verbal acknowledgment during speeches, introductions, the PA Address at events, opening ceremonies or unveiling of a product, quoting Inland Rail's contribution in newspaper and radio interviews etc

- ▶ Thanking Inland Rail on any social media platforms promoting the event (pre and post) or project
- ▶ Signage on funded items, electronic signage at events, including Inland Rail's logo visibly on invitations, posters, any internal and external publications (The Inland Rail logo and use guidelines are available in various formats by request – IRCommunitySponsorships@ARTC.com.au)

APPROVED INLAND RAIL WORDING

Inland Rail is a once-in-a-generation project that will enhance supply chains and complete the backbone of the national freight network by providing for a transit time of 24 hours or less for freight trains between Melbourne and Brisbane via regional Victoria, New South Wales and Queensland.

Inland Rail will transform the way we move freight around the country, connect regional Australia to markets more efficiently, drive substantial cost savings for producers and consumers, and deliver significant economic benefits.

Comprising 13 individual projects and spanning more than 1,700km, Inland Rail is the largest freight rail infrastructure project in Australia.



SOCIAL MEDIA MENTIONS AND TAGGING TIPS

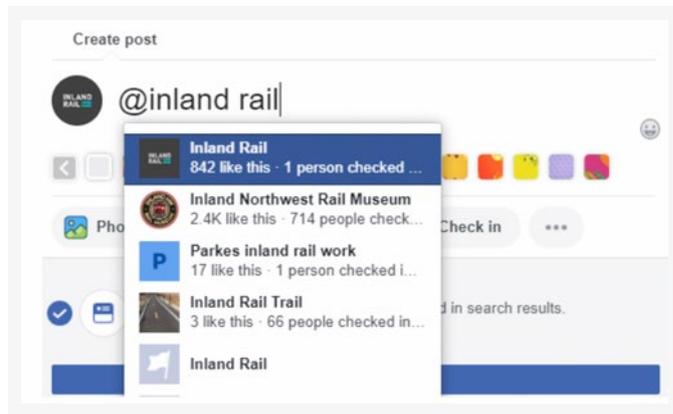
- ▶ When uploading social media content about your project, event or activity, be sure to tag in the official Inland Rail accounts (which can be found below under "Share with Us")
- ▶ You can also engage with Inland Rail by using the official hashtag: #InlandRail
- ▶ Tagging our official social media accounts or using our hashtag gives Inland Rail an opportunity to share your achievements across our channels.

PHOTO IDEAS

Tips to ensure you capture your best photos for sharing with local newspapers and across social media:

- ▶ **Team Photos** – Be sure to showcase your team, initiative, committee and achievements by capturing a range of photos
- ▶ **Group Shots** – If taking pictures of a group, don't be shy and get in close for a clear and crisp image
- ▶ **Events** – Be sure to get shots of any milestone events or moments – share the memories of the day!
- ▶ **Landscape images work best** – if using your iphone, turn it to the side before you start snapping
- ▶ ***Permission** – If taking photos of attendees, be sure to ask their permission and state how you intend to use the images
- ▶ **Get creative** – experiment by capturing a wide variety of shots from posed group images to photographs of people in action e.g. on stage speaking or receiving an award, children playing with donated toys
- ▶ **Switch to video** – experiment with taking short video grabs of key events or milestones.

**It's common courtesy to ask permission of someone before taking a photo and informing them of how and where you will be using it.*



SHARE WITH US

We'd love to see how Inland Rail's Community Sponsorships and Donations Program has helped you.

Share your achievements with us on social media by mentioning our official channels or using the #InlandRail hashtag.

facebook.com/inlandrailofficial

twitter.com/Inland_Rail

instagram.com/inlandrailofficial

linkedin.com/company/inland-rail

FOR MORE INFORMATION:

For social media enquiries, be sure to contact the Inland Rail Social Media team at IRSocialMedia@ARTC.com

For logo requests, logo guidelines, photo / video consent forms or other publicity enquiries, including media release for contributions over \$3000, contact the Inland Rail Community Sponsorship team at IRCommunitySponsorship@ARTC.com.au

Please note: any artwork produced using the Inland Rail logo must be sent to Inland Rail for approval. Please allow one week before printing or going into production.

WANT TO KNOW MORE?

📞 1800 732 761

✉ IRCommunitySponsorship@artc.com.au

📍 ARTC Inland Rail, GPO Box 2462, Brisbane Qld 4001

inlandrail.com.au



ARTC

The Australian Government is delivering Inland Rail through the Australian Rail Track Corporation (ARTC), in partnership with the private sector.