

Stormwater Australia



Expression of Interest (EOI)

Sponsorship Development and Partnership Support

www.stormwateraustralia.com.au

Section 1 – Expression of Interest Details

Date of Issue	Monday 17th November 2025
EOI Title	Expression of Interest – Sponsorship Development and Partnership Support
Contact Officer	All enquiries regarding this EOI should be directed to: Alice Lisitsa, President, Stormwater Australia Email: nationalpresident@stormwater.org.au
Closing Date and Time	5:00pm AEDT on Friday 28th November 2025
Cut-off for Clarifications	5:00pm AEDT on Friday 21st November 2025
Term Commencement Date	December 2025 or as agreed
Submission Requirements	EOIs must be submitted by email to the above address by the closing date. EOIs should include the following: • Company or personal profile • Summary of relevant experience • Proposed rate or commission structure • Example(s) of previous similar work • Two referees or client references

Section 2 – Background

Stormwater Australia is the peak body representing Australia's stormwater industry. On behalf of our members, we work collaboratively with, government, industry, and research partners to advance sustainable stormwater management and water-sensitive urban design.

To support its national programs and initiatives, Stormwater Australia seeks to strengthen its financial sustainability by engaging an experienced consultant or organisation to assist in

developing, marketing, and securing sponsorships and partnerships aligned with the organisation’s newly developed Sponsorship Prospectus.

Section 3 – Scope of Services

The selected individual or organisation will be responsible for driving sponsorship and partnership development activities. These may include:

- Developing and implementing a sponsorship engagement strategy;
- Identifying, targeting, and approaching potential sponsors and partners;
- Preparing and presenting sponsorship proposals and agreements
- Managing leads, follow-ups, and relationship development;
- Supporting fulfilment of sponsorship deliverables and recognition; and
- Providing regular progress updates and reports to the Board.

Section 4 – Skills and Experience

EOI respondents should demonstrate:

- Proven experience in sponsorship sales, business development, or fundraising;
- Strong understanding of corporate partnerships and marketing communications;
- Ability to develop and maintain relationships with industry stakeholders;
- Excellent written and verbal communication skills; and
- Knowledge of water, environment, or infrastructure sectors (desirable).

Section 5 – Evaluation Criteria

Criteria	Weighting
Demonstrated experience and track record in sponsorship and partnership development	40%
Strategy and approach to securing sponsors	25%
Proposed fee or commission structure	20%
Understanding of Stormwater Australia’s objectives	10%
References	5%

Section 6 – Remuneration Preference

Stormwater Australia’s preference is for this engagement to be performance-based, where the selected consultant or organisation is remunerated through a percentage of sponsorship funds

generated rather than a fixed retainer or general expense model. Alternative pricing models may be considered where clear value and accountability are demonstrated.

Section 7 – Required Documents

EOIs must include the following supporting documents (as applicable):

1. Company Profile or Professional CV – outlining relevant experience over the past 5 years.
2. Proposal or Methodology – describing your approach to sponsorship generation and partnership development.
3. Fee Structure – including proposed commission percentage and any alternate models if applicable.
4. Referees (minimum of 2) – including names, contact details, and project or client references.
5. Conflict of Interest Declaration – disclosing any current or potential conflicts of interest.
6. Certificates of Currency (optional) – if available, for insurance policies relevant to professional services.
7. Any additional supporting material – such as case studies, sample proposals, or client testimonials.

Section 8– Submission Process

EOIs should be submitted by email to:

nationalpresident@stormwater.org.au

nationaladmin@stormwater.org.au

Subject line: EOI – Sponsorship Development and Partnership Support

Closing Date: 5:00pm AEDT on Friday 28th November 2025

Shortlisted applicants may be invited to an online meeting to discuss their submission in more detail.

Section 9 – Enquiries

All enquiries regarding this EOI should be submitted by Friday 21st November to:

Alice Lisitsa

President, Stormwater Australia

nationalpresident@stormwater.org.au

Section 10 – Response Form

Name of Organisation / Individual	
Contact Person	
Address	
Email	
Phone	
Brief Summary of Relevant Experience	
Proposed Fee or Commission Structure	
References (2)	