

# QUEENSLAND GOVERNMENT SPONSORSHIP POLICY

*The Queensland Government Sponsorship Framework (the Framework) is the suite of documents providing the guiding principles on sponsorship management.*

*The Framework includes the Queensland Government Sponsorship Policy; Queensland Government Guidelines for Outgoing Sponsorship; Queensland Government Guidelines for Incoming Sponsorship; and associated templates.*

*The Framework is centrally managed by the Department of the Premier and Cabinet (DPC).*

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## INTRODUCTION

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There are many opportunities for Queensland Government departments, agencies and bodies to engage in sponsorship to provide positive and tangible benefits to the community.

The Queensland Government Sponsorship Framework provides a coordinated and consistent approach to the way Queensland Government agencies manage sponsorship opportunities to ensure best practice. The Framework supports a strategic, whole-of-government approach to managing incoming and outgoing sponsorship, and assists agencies to minimise risks and maximise benefits associated with sponsorship arrangements.

Management of sponsorships may present risks associated with appropriately resourcing the sponsorship, transparency and association with the initiative, and ensuring best use of public funds. Therefore, awareness and application of the Queensland Government Sponsorship Framework is important.

The Framework relates to both the management of sponsorship for external events and initiatives (Outgoing sponsorship) and for Queensland Government events and initiatives (Incoming sponsorship).

The Sponsorship Framework includes the:

- Queensland Government Sponsorship Policy
- Queensland Government Guidelines for Outgoing Sponsorship
- Queensland Government Guidelines for Incoming Sponsorship
- the documents and templates to ensure consistent sponsorship management.

Queensland Government departments and agencies are encouraged to develop their own departmental sponsorship guidelines based on the mandatory principles and processes set out in this Queensland Government Sponsorship Framework. Departmental guidelines should reflect departmental assets, available resources and appetite for risk. DPC must be provided with a copy of each department's sponsorship guidelines.

### SCOPE

Sponsorship is the right to associate the sponsor's name, products or services with the sponsored organisation's service, product or activity, in return for negotiated and specific benefits such as cash or in-kind support or promotional opportunities. It involves a negotiated exchange and results in tangible, material and mutual compensation for the principal parties to the arrangement. Sponsorship can take the form of cash and/or in-kind support.

Sponsorship does not include:

- grants or direct funding which may include monies or goods provided to a recipient through a formally recognised program for a specified purpose
- the provision of funds where outcomes for government cannot be appropriately realised
- endorsements, ex-gratia payments, donations, philanthropic gestures, bequests or gifts, which impose no obligations on the receiver and offer little or no return to the donor
- purchasing or selling goods or services for value, including advertising space, editorial comment or advertorials.

Sponsorship is an effective communication tool available to demonstrate a positive association, showcase new policies and connect with specific audiences.

Where government is considering providing funding towards an initiative, consideration must be given to whether government can regain benefits for its investment. If a benefit can be derived from the sponsorship investment, it should be considered a sponsorship.

Where there is a shared common goal between both parties, greater support and shared resourcing, the sponsoring party may wish to be acknowledged as a partner of the sponsored initiative. The form of acknowledgment should be documented in the sponsorship agreement. When determining the form of acknowledgment to be provided, Queensland Government employees must be aware of the need to avoid making representations that a legal partnership exists between the parties.

*For example, Department X&Y wishes to fund the Healthy Games for \$150 000 to encourage healthy eating, healthy lifestyles and creating healthy communities. Department X&Y has a new policy related to healthy lifestyles and the Healthy Games participants will be perfect ambassadors to assist in promoting the messages of this new policy. The employee should contact their departmental sponsorship network representative who will guide them through the departmental sponsorship process.*

If you are unsure about whether an initiative should be processed as a sponsorship please contact your departmental Queensland Government sponsorship network representative, or contact Events and Engagement, DPC, via email at [sponsorship@premiers.qld.gov.au](mailto:sponsorship@premiers.qld.gov.au) or telephone 07 3003 9200.

Sponsorship is not provided to individuals. The provision of funding to enable staff to attend training courses, personal development opportunities or other such activities is also not considered sponsorship.

Agencies should refer to Queensland Treasury's Financial Reporting Requirements for Queensland Government Agencies when considering the appropriate accounting treatment for sponsorship arrangements. Accounting advice can be sought from your relevant finance area, or Queensland Treasury's Financial Management Help Desk at [fmhelpdesk@treasury.qld.gov.au](mailto:fmhelpdesk@treasury.qld.gov.au).

## ROLES AND RESPONSIBILITIES

Each Queensland Government department or agency has a delegate on the Queensland Government sponsorship network. The Queensland Government sponsorship network aims to ensure a coordinated and collaborative approach is undertaken to manage sponsorships in line with the Queensland Government Sponsorship Framework.

The network is an informal network of officers within the Queensland Government who:

- are advocates of the Queensland Government Sponsorship Framework within their agency
- provide timely advice and input to enable assessment of sponsorship requests
- provide direction to peers and colleagues within their agency on sponsorship best practice
- share information on previous, potential and confirmed sponsorships or funding arrangements to enhance coordination of sponsorship and/or funding between government agencies.

Queensland Government departmental finance units and heads of communication are also responsible for ensuring departmental employees are aware of the Queensland Government Sponsorship Framework.

## QUEENSLAND GOVERNMENT SPONSORSHIP POLICY

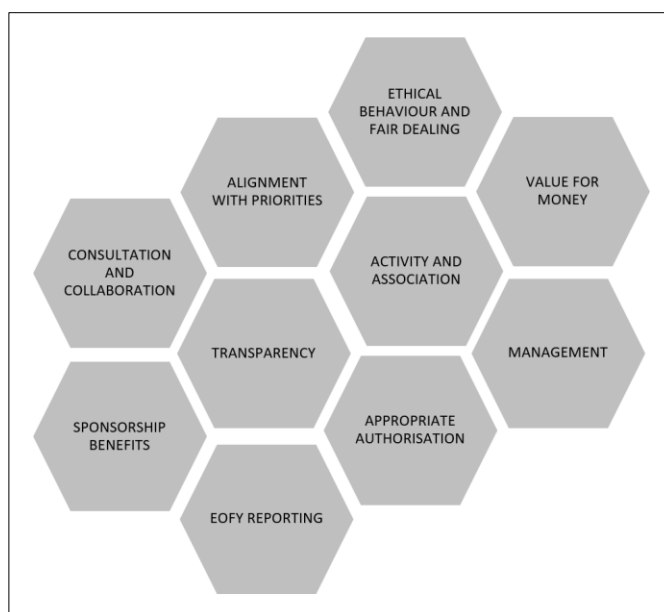
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The Queensland Government Sponsorship Policy (Policy) outlines the mandatory sponsorship principles and processes to be followed as part of all sponsorship arrangements, both outgoing and incoming. The principles and processes must be complied with by in-scope entities prior to the State of Queensland entering into any binding commitment.

All Queensland Government employees are required to comply with this Policy.

### APPLICATION

This Policy applies to Queensland Government departments, agencies and bodies that use the Queensland Government Coat of Arms on their communication materials and website. The Policy's use is strongly recommended to those statutory bodies including statutory authorities and government-owned corporations that retain an identity fully independent of the Queensland Government corporate identity.



**Queensland Government sponsorship principles**

It is recommended agencies refer to their Queensland Government sponsorship network representative and their own departmental guidelines.

## QUEENSLAND GOVERNMENT SPONSORSHIP GATEWAY

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Sponsorship proposals may be received through the Queensland Government Sponsorship Gateway, available via [www.qld.gov.au/sponsorship](http://www.qld.gov.au/sponsorship).

Applications must be submitted at least eight months before the initiative is held to allow for assessment and approval. This time allows for adequate assessment, approval and leveraging opportunities to be undertaken.

The Sponsorship Gateway provides benefits by:

- ensuring consistency in information received from external organisations
- increasing the time to leverage the opportunity
- improving sponsorship reporting.

Events and Engagement, DPC, administers the Sponsorship Gateway. Responsibilities include:

- recording all sponsorship proposals on the department's filing system
- directing sponsorship proposals to other relevant departments or agencies, or units within DPC, to provide advice or a response directly to the applicant
- providing advice to Queensland Government sponsorship network representatives and responsible officers when engaging in sponsorship arrangements
- managing key sponsorship initiatives that require a significant whole-of-government response
- updating and maintaining a central sponsorship register
- ensuring the whole-of-government sponsorship report is accurate and complete.

Applications that may fall within a dedicated grant or funding program should be directed to the funding, grants and resources website at [www.qld.gov.au/grants](http://www.qld.gov.au/grants).

Sponsorship proposals received directly across government should, in the first instance, be forwarded to their relevant representative on the sponsorship network for advice. Events and Engagement, DPC, can provide relevant sponsorship network contact details upon request.

## PRINCIPLES

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The Queensland Government assesses incoming and outgoing sponsorship proposals in conjunction with a set of guiding principles.

### 1. ALIGNMENT WITH QUEENSLAND GOVERNMENT PRIORITIES

Sponsorship proposals must be assessed against, and align with, the [Queensland Government priorities](#):

- Create jobs and a strong economy
- Give all our children a great start
- Keep Queenslanders healthy
- Keep communities safe
- Protect the Great Barrier Reef
- Be a responsive government.

In addition, consideration must be given to the initiative's ability to:

- support your department or agency's goals and government objectives
- increase effectiveness of strategic programs
- enhance corporate identity and reputation
- create employment opportunities for Queensland
- observe good social, economic and environmental practice and encourage community engagement
- promote Queensland Government initiatives to relevant target audiences
- build and enhance existing relationships at the local, national and international level
- encourage key stakeholders' participation in important issues and initiatives.

### 2. TRANSPARENCY

An open, equitable and efficient approach must be adopted when determining if the activity is deemed a sponsorship, and throughout the ongoing management of the sponsorship.

### 3. VALUE FOR MONEY

A business approach must be applied to sponsorship activities in order to receive value for money.

This should not be interpreted as the highest price when receiving sponsorship or the lowest price when providing sponsorship. The level of resources required to service the sponsorship should be considered when entering into any agreement.

Considerations should be given to the cost and likely benefits of a request. The effects on the community and economy, both direct and indirect, as well as short and long term gains or losses may be able to be assessed.

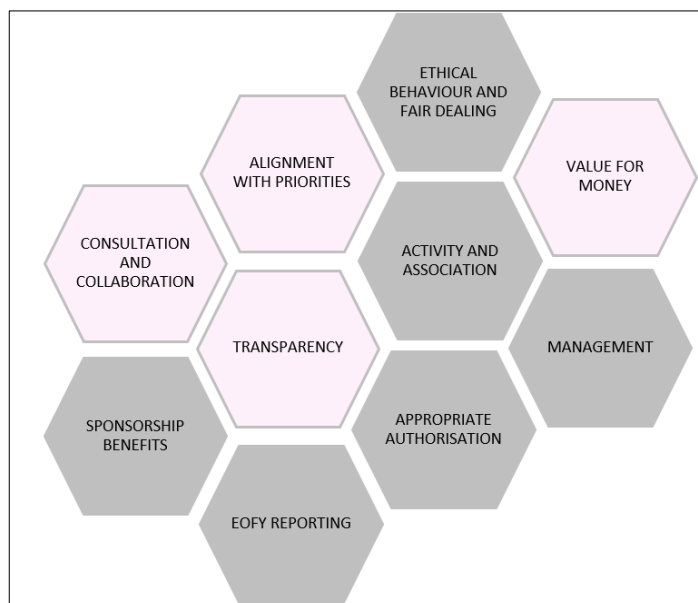
To ensure value for money is achieved, departments and agencies must consult other relevant agencies to establish if the initiative can offer benefits to other departments. If this is the case, a cross agency arrangement must be taken, with the most relevant agency to be the lead agency for the sponsorship.

### 4. CONSULTATION AND COLLABORATION

Whilst it is recognised departments and agencies have individual priority areas, sponsorship must be considered as part of the wider context of the Queensland Government, to gain greater value for money and offer greater leveraging opportunities and benefits. Departments and agencies must take a unified approach when assessing and providing sponsorship, and consider current or previous activities with other departments, other priority areas and potential outcomes for the Queensland Government.

If there is more than one agency approached for sponsorship (or funding) or more than one agency that sees alignment with the same opportunity, a unified approach must be taken.

The Queensland Government sponsorship network exists for this purpose. To ensure best practice, the sponsorship network should be consulted when assessing and engaging in any sponsorship opportunity.



## 5. ETHICAL BEHAVIOUR AND FAIR DEALING

A high standard of ethical behaviour and fair dealing must be demonstrated when brokering and engaging in sponsorship arrangements, including:

- determining if the relationship should be treated as sponsorship
- providing objective advice on the value of the sponsorship initiative
- disclosing and resolving conflicts of interest between private interests and public duties
- disclosing and resolving conflicts of interest with a sponsor or organisation that is, or is likely to be, subject to regulation or inspection, during the term of the sponsorship agreement
- receiving ministerial authorisation in advance when considering entering into a sponsorship agreement with a sponsor or organisation it regulates
- ensuring the initiative can be terminated if occasions arise where sponsorship and regulatory interests conflict
- ensuring the integrity of Queensland Government research is not compromised
- maintaining high standards of confidentiality, privacy and accountability
- abiding by the [Public Sector Ethics Act 1994](#), [Queensland Government Advertising Code of Conduct](#), the Code of Conduct for the Queensland Public Service, the *Integrity Act 2009*, the Lobbyists Code of Conduct, and the Gifts and Benefits Directive and procedures.

Departments and agencies must not:

- fund organisations where a sponsorship could be the best approach
- entertain approaches from a sponsor or organisation that might be interpreted as attempts to influence the sponsorship selection and evaluation process
- seek or accept gifts or other favours from a sponsor or organisation, but where refusal would be inappropriate, record gifts in accordance with internal procedures
- inappropriately expend sponsorship funding received
- influence decisions relating to sponsorship and purchasing initiatives.

## 6. APPROPRIATE ACTIVITY AND ASSOCIATION

Activities and associations must be appropriate and not seen to diminish the reputation and goodwill of the Queensland Government. When considering entering into a sponsorship arrangement, the organisation's financial position, reputation in the community, the involvement they will have in the initiative and the extent to which the organisation's activities support the Queensland Government priorities must be taken into account.

The motivations of organisations for entering into sponsorship agreements must be known before an agreement is executed. Motives that may give rise to an inappropriate association include efforts to influence legislation, public policy or the role of the department or agency. The responsible officer should also consult their Head of Communication and/or communication team to ensure development of appropriate key messages that align with government priorities.

Any sponsorship must also not compromise the reputation, probity or impinge on the ability of the Queensland Government. Any potential or actual conflicts of interest must be addressed in the initial assessment process, and due diligence checks can assist with this process. Any sponsorship must be confined to the initiative only, and not compromise any another initiative, or the State.

It is the responsibility of departments and agencies to consider whether it is appropriate to sponsor:

- fundraising or charity events and activities
- events and activities run for profit
- events and activities run by a private or commercial organisation
- capital works initiatives.

Initiatives deemed high value, high risk, first-of-a-kind or those involving naming rights of a Queensland Government significant physical asset are referred to legal officers for advice. Initiatives that provide either operational support (in-kind sponsorship) or low value sponsorship should be assessed and approved appropriately within the department.

When considering sponsorship outcomes, sponsorship agreements should consider the alignment with government priority areas. This may include requesting the initiative organiser to:

- ensure diversity in presentations, workshops and panels such as to reflect gender and cultural equity
- where relevant, encourage the use of language, translating and communication services and other considerations to enable accessibility for people with disability and their carers
- where possible, engage with Queensland small and medium sized businesses to deliver the Initiative (including but not limited to suppliers, operational staff, entertainment and performers which are usually based in Queensland)

- source [food and beverage](#) grown in, made in, or produced in Queensland, and where possible locally sourced
- implement environmental sustainability practices such as minimising waste and use of single-use plastic products, and efforts to recycle or reuse
- have or implement policies to prevent and intervene in bullying and cyberbullying if the initiative directly engages children or young people.

Departmental sponsorship procedures should detail any areas or activities that are inappropriate for sponsorship.

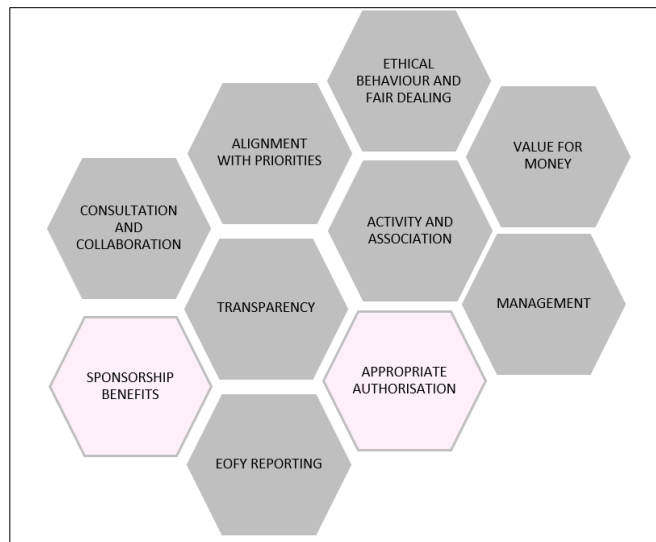
## 7. APPROPRIATE SPONSORSHIP BENEFITS

Appropriate sponsorship benefits should be negotiated in advance and documented in a sponsorship agreement to ensure the sponsorship delivers value for money.

Departments and agencies should ensure any opportunity presents appropriate sponsorship entitlements commensurate with the level of sponsorship support. Benefits beyond logo recognition should be considered such as maximising exposure for an initiative, or using sponsorship as a platform to shape and redefine attitudes and behaviour.

Where a sponsor's contribution to a government initiative or asset is minor compared to the level of government funding invested, the recognition of the sponsor should not overwhelm recognition of the Queensland Government.

The relevant Minister or Minister's nominated representative should be granted the opportunity to announce the Queensland Government's support of a sponsored initiative. Following the execution of the sponsorship agreement and the opportunity for the Minister to announce, the department should proactively facilitate awareness of the sponsorship relationship by promoting in relevant media for example via departmental newsletters, or Queensland Government social media channels.



## 8. APPROPRIATE AUTHORISATION

Internal procedures must be implemented to ensure appropriate authorisation, management and documentation of sponsorship arrangements.

Departments and agencies must ensure:

- written approval is granted by the relevant Minister or Minister's nominated delegate (i.e. Director-General or Chief Executive Officer) to enter into each sponsorship arrangement. By default this is your Minister unless it has been formally delegated and approved.
- departmental sponsorship guidelines are established and approved by the relevant Minister, or Minister's nominated delegate, and provided to DPC for noting. These departmental guidelines may address a sponsorship opportunity determined low-risk or in-kind services. Adherence to the Queensland Government Sponsorship Framework must still be honoured.
- approval is granted by Executive Council where the sponsorship exceeds the relevant Minister's authorised financial delegation under Chapter 5.2.3 of the [Queensland Executive Council Handbook](#).
- once sponsorship is approved, a Queensland Government sponsorship agreement must be signed by the appropriate financial delegate with the appropriate level of financial delegation to execute the contract. Please contact your financial services area to understand financial delegation limits.

## 9. MANAGEMENT

Effective management and reporting processes must be applied to ensure value and accountability.

### Sponsorship requests

Proposals must be received with sufficient information to adequately assess. Proposals may be received via the Queensland Government Sponsorship Gateway, [www.qld.gov.au/sponsorship](http://www.qld.gov.au/sponsorship).

All relevant aspects of the sponsorship initiative including assessment, selection and evaluation of sponsorship initiatives must be recorded and documented in a corporate file. These documents may be subject to disclosure under the [Right to Information Act 2009](#).



### Sponsorship agreement templates

The appropriate Queensland Government precedent sponsorship agreement must be used to formalise the arrangement:

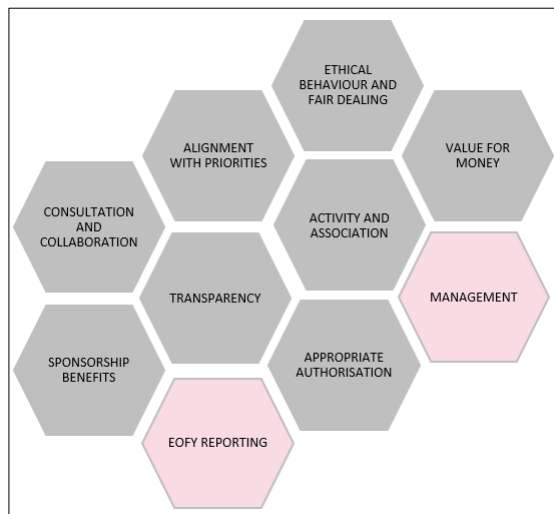
- Queensland Government sponsorship agreement for sponsorship initiatives valued at more than \$10 000 (exclusive of GST)
- Queensland Government letter of agreement (including conditions of sponsorship) for sponsorship initiatives (either the cash amount or the reasonable market value of the in-kind support or a combination of both) valued at less than \$10 000 (exclusive of GST)
- an email exchange or memorandum-of-understanding (MOU) between agencies.

This must be prepared by the responsible officer detailing the rights, obligations and entitlements between the parties with substantive legal clauses remaining unchanged.

The responsible officer should consult their Head of Communication and/or communication team to ensure development of appropriate key messages that align with government priorities.

### Monitoring

Each sponsorship initiative must be monitored at regular intervals documenting the planning and progress of the sponsorship initiative based on the evaluation criteria set out in the sponsorship agreement. This includes facilitating logo approvals, payment of sponsorship instalments linked to milestones and delivery of sponsorship entitlements.



### Reporting

Each sponsorship must be finalised with either a report prepared for a sponsor, or a final report received by the external organiser. The final report should inform the evaluation and recommendations report.

### Evaluation

Each sponsorship must be formally evaluated in an evaluation and recommendations report, prepared at the commencement of the activity, and finalised at the expiry of the term of the agreement.

This evaluation report should focus on key dates, additional leveraging activities, measurement of the objectives set out in the agreement and any recommendations for future decisions.

### Renewal of agreements

Renewing sponsorship agreements should be treated with the same rigour as the initial assessment to ensure the agreement still meets current government objectives. For recurrent initiatives, consideration should be given as to whether a first right of refusal for future sponsorship be offered and documented in the agreement.

Approval for recurrent initiatives must be sought from the appropriate delegate with the appropriate level of financial delegation. In instances where the agreement is high value or high-risk, or there has been a significant shift in government priorities, or changes to the organisation's structure or perception, approval must be sought from the Minister or the Minister's nominated delegate.

## **10. REPORTING**

Departments and agencies must also maintain a register of all cash and in-kind sponsorship, both incoming and outgoing, for submission to DPC at the conclusion of each financial year. This information should be collated throughout the year as stipulated in departmental reporting processes.

## RELEVANT LEGISLATION AND POLICIES

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The relevant legislation and policies that apply to sponsorship are:

- *Financial Accountability Act 2009 (Qld)*
- *Financial Accountability Handbook – Grant management*
- *Financial Reporting Requirements*
- *Queensland Government advertising and communications campaigns (GACC)*
- *Queensland Government Advertising Code of Conduct*
- *Queensland Government corporate identity*
- *Queensland Executive Council Handbook*
- *Queensland State Archives, Public Records Brief – Grant Funding*
- *Public Service Act 2008 (Qld)*
- *Code of Conduct for the Queensland Public Service*
- *Crime and Corruption Commission Queensland – Sponsorship management*
- *Right to Information Act 2009 (Qld)*
- *A New Tax System (Goods and Services Tax) Act 1999 (Cwlth)*
- *Gifts and Benefits Directive and Guideline*
- *Public Records Act 2002 (Qld)*
- *Integrity Act 2009 (Qld)*
- *Lobbyists Code of Conduct*
- *Public Sector Ethics Act*

## DEFINITIONS

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### DEPARTMENTAL SPONSORSHIP GUIDELINES

Departmental Sponsorship Guidelines are recommended to be established and approved by the relevant Minister, or Minister's nominated delegate. These departmental guidelines must ensure the principles of the Queensland Government Sponsorship Policy are adhered to. A copy of Departmental Sponsorship Guidelines must be provided to DPC for noting.

### DONATION

Donations are the provision or receipt of cash, property or other assets to a specified "cause" or activity without creating an obligation on the recipient about the use of the resources or providing a reciprocal benefit to the donor.

### EX-GRATIA PAYMENTS

Ex-gratia payments should only be made after all possible alternative avenues have been explored. It may be appropriate to obtain legal advice to determine whether a legislative provision is more appropriate than a special payment. Given the nature of special payments (that is, there is no legal obligation to make the payment), it is particularly important to ensure due process is followed. These payments may be subjected to an increased level of public scrutiny and therefore must be publicly defensible.

### GOVERNMENT OBJECTIVES

Government objectives may be stated in legislation, directions or [departmental priorities](#).

### GRANT

Grant is a generic term applied to funding or other incentives provided to individuals or bodies (including community groups, statutory bodies or commercial enterprises) that exhibit some, or all, of the following characteristics:

- a transfer to a recipient which may be in return for compliance with certain terms and conditions
- a transfer which may not directly give approximately equal value in return to the government (that is, there is a non-exchange transaction or subsidisation), and
- a recipient may have been selected on merit against a set of program-specific criteria.

Grants can be in the nature of incentives, contributions, debts forgiven, rebates, tax relief and other similar funding arrangements, and may be in the form of cash or other property. However, in recognition of changing

levels of demand for increasingly complex service types and emerging service delivery models, government may also consider a variety of more innovative approaches to funding service delivery.

Grants must be managed in line with [Queensland Treasury's Financial Accountability Handbook](#).

### **IN-KIND SPONSORSHIP OR SUPPORT**

Also known as contra sponsorship, in-kind sponsorship or support is the provision or receipt of goods and/or services to support or enhance an initiative at a reduced rate or free of charge. Assuming both parties are registered for GST, and there is a taxable service or product being supplied (not a gift), these arrangements are liable for GST.

In-kind sponsorship must offer value to the other party either through benefits or budget relieving. For example, the cost of servicing a sponsorship, or the cost of government staff hosting a government stand should not be seen as in-kind sponsorship.

### **INCOMING SPONSORSHIP**

Incoming sponsorship is when the Queensland Government receives sponsorship from another party for an initiative.

### **LEAD AGENCY**

The lead agency is the agency responsible for managing sponsorships on behalf of the Queensland Government, where two or more departments are participating. As a general rule, the lead agency has the most aligned content or largest contribution towards the initiative.

### **LEVERAGING**

Leveraging activities may include profiling an aligned program alongside the initiative and may require additional budget. Leveraging activities by a sponsor have the ability to raise the return on sponsorship investment. For example, if an initiative can provide an opportunity to closely interact with a specific target market, you may choose to create a digital piece specifically for that audience which would come at a cost. A typical industry leveraging budget may be between 10 to 25 per cent of the sponsorship cost.

### **OUTGOING SPONSORSHIP**

Outgoing sponsorship is when the Queensland Government provides sponsorship to another party for an initiative.

### **PARTNERSHIP**

A legal partnership occurs where two or more people carry on a business jointly with a view for profit. Generally, a partnership is not itself a separate legal entity, rather it is the individual partners comprising the partnership who will be the parties to the sponsorship agreement. Therefore, each individual partner's name must be included as the organisation.

The *Partnership Act 1891 (Qld)* provides for incorporated partnerships. These partnerships should be referenced in the sponsorship agreement by the name used to describe the legal entity.

You should gather as much information on the partnership as possible, including copies of any partnership agreement, and refer this information to your departmental legal officers for advice before entering into a sponsorship agreement.

### **QUEENSLAND GOVERNMENT SPONSORSHIP FRAMEWORK**

The Queensland Government Sponsorship Framework includes the Queensland Government Sponsorship Policy, Guidelines for Outgoing Sponsorship, Guidelines for Incoming Sponsorship and associated templates. All Queensland Government departments, agencies and bodies that use the Queensland Government Coat of Arms on their communication materials and website must abide by the Queensland Government Sponsorship Framework. The Framework is strongly recommended to those statutory bodies including statutory authorities and government-owned corporations that retain an identity fully independent of the Queensland Government corporate identity.

### **SPONSORSHIP**

Sponsorship is the right to associate the sponsor's name, products or services with the sponsored organisation's service, product or activity, in return for negotiated and specific benefits such as cash or in-kind support or promotional opportunities. It involves a negotiated exchange and results in tangible, material and mutual compensation for the principal parties to the arrangement. Sponsorship can take the form of cash and/or in-kind support.

Sponsorship does not include:

- grants or direct funding which may include monies or goods provided to a recipient through a formally recognised program for a specified purpose
- monies paid through a bidding process to attract events
- endorsements, ex-gratia payments, donations, philanthropic gestures, bequests or gifts, which impose no obligations on the receiver and offer little or no return to the donor. A sponsor expects to receive a reciprocal benefit beyond a modest acknowledgment.
- purchasing or selling goods or services for value, including advertising space, editorial comment or advertorials.

Sponsorship is not provided to individuals. The provision of funding to enable staff to attend training courses, personal development opportunities or other such activities is also not considered sponsorship.

## TEMPLATES

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To ensure consistent sponsorship management across Queensland Government, DPC, can provide documents within the Sponsorship Framework that include:

- Queensland Government Guidelines for Outgoing Sponsorship;
- Queensland Government Guidelines for Incoming Sponsorship; and
- Queensland Government sponsorship network contact list.

The templates within the sponsorship framework include:

### Outgoing Sponsorship

- Template A – Sponsorship management checklist (outgoing)
- Template B – Redirecting to the Sponsorship Gateway
- Template C – Assessment checklist
- Template D – Acknowledgement
- Template E – Unsuccessful letter
- Template F – Successful letter
- Template G – Sponsorship agreement (contract)
- Template H – Sponsorship letter of agreement (contract)
- Template I – Memorandum of Understanding (MOU)
- Template J – Departmental communications plan
- Template K – Agreement for signing
- Template L – Executed agreement
- Template M – Final report not received
- Template N – Final report seeking further information
- Template O – Evaluation and recommendations report

### Incoming Sponsorship

- Template K – Agreement for signing
- Template L – Executed agreement
- Template P – Sponsorship management checklist (incoming)
- Template Q – Sponsorship business case
- Template R – Sponsorship proposal
- Template S – Seeking sponsorship
- Template T – Sponsorship agreement (contract)
- Template U – Sponsorship letter of agreement (contract)
- Template V – Sponsor feedback questionnaire
- Template W – Sponsor evaluation report.

## FURTHER INFORMATION

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For further information on conducting sponsorship activities, please consult the Queensland Government Guidelines for Outgoing Sponsorship, Queensland Government Guidelines for Incoming Sponsorship, or your sponsorship network representative.

DPC sponsorship officers can be contacted via [sponsorship@premiers.qld.gov.au](mailto:sponsorship@premiers.qld.gov.au) or telephone 07 3003 9200.