

Policy Guidelines

Sponsorship is the provision of cash or in-kind services and support for an organisation, team, event or program in return for certain specified benefits.

It is not a donation (in cash or kind) for which little or no commercial return is expected.

Suitable activities or events for sponsorship can include training, scholarships, awards, industry research, publications, exhibitions, trade shows and conferences.

Activities sponsored at state level could include state wide conferences or cultural events, while those sponsored at a local level could include local information days.

Sponsorship benefits are more than the display of the department's name and logo. Sponsorship benefits should include a broad range of marketing opportunities. These opportunities may include such things as media releases, launches, award presentations, newsletters, scientific papers, displays and exhibitions that publicise the objectives of the department.

Cost effective sponsorship arrangements are most frequently achieved when the department proactively arranges the sponsorship (rather than just reacting to an approach from an external organisation).

The sponsorship process – a summary

The following is taken from the State Supply Commission Sponsorship in Government Guidelines and is covered by Department of Water and Environmental Regulation Sponsorship Policy:

Sponsorship Program	Develop sponsorship policy Identify objectives Develop project management procedures (including monitoring all outcomes and potential conflicts of interest)
Opportunity	Identify opportunities Identify benefits Identify outcomes Evaluate objectives
Risk management	Identify risks (including legal liability, ethical issues, existing and potential conflicts of interest, adverse exposure to government) Assess probability/consequence of something going wrong Develop risk management strategy
Prepare proposal	Comply with relevant government supply policies and the principles of: Open and effective competition

	Probity and accountability Value for money
Sponsorship Agreement	Ensure agreement complies with relevant government and supply policies Ensure agreement clearly identifies what is required of the parties and the benefits each will receive Ensure all relevant legal issues have been addressed Ensure ethical issues and potential conflicts of interest have been addressed Monitor and review agreement