

## Frequently asked questions

### **Question: What sorts of programs or events are suitable for sponsorship?**

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

### **Question: What sorts of programs or events are not suitable for sponsorship?**

#### **Answers:**

The department will not sponsor programs or events that:

- support political, religious or race-specific organisations
- degrade, exclude or offend people, organisations or groups
- could be detrimental to the environment or the public's health and safety
- are for individuals' personal advancement or for profit-making organisations.

### **Question: When is it appropriate to provide sponsorship?**

#### **Answers:**

- The department should only provide sponsorship when it will significantly educate the public about water or convey strong messages about our goals, objectives and programs.
- The sponsorship must be consistent with existing communication plans and provide opportunities for advancing them.
- Sponsorship is only to be provided when there are significant and measurable benefits to the department.

### **Question: What are the pitfalls that should be avoided when developing a sponsorship agreement?**

#### **Answers:**

- A sponsorship agreement must not impose or imply conditions that would limit or appear to limit the department's ability to carry out its functions fully and with impartiality.
- There must be no actual conflict between the objectives and/or mission of the sponsored organisation and those of the department.
- Sponsorship should not involve explicit endorsement of the sponsored organisation or the sponsored organisation's products. The sponsored organisation cannot use the department logo outside of the terms of the sponsorship agreement.

**Question: What sorts of benefits should the Department of Water and Environmental Regulation receive from sponsorship?**

**Answer:** 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.

**Question: What are the benefits to the Department of Water and Environmental Regulation of providing sponsorship?**

**Answers:**

Sponsorship can be a cost-effective means of achieving some or all of the department's marketing and communication objectives, and can provide a real benefit to the broader community.

Sponsorship can:

- build, develop and strengthen community and corporate relationships
- promote the department's key messages, reputation and image
- provide tangible benefits to the department.