**Sponsorships and partnerships policy (including corporate memberships) and evaluation business case form**

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| **Title:** | Sponsorships policy |
| **Sub title:** | Policy ID: CC.1011 |
| **Published:** | May 2023 |

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| **Type:** | Corporate |
| **Application:** | All Directorates |
| **Policy:** | Sponsorships are the provision of cash or in-kind services and support for an organisation, team, event or program in return for certain specified benefits.  They are not a donation (in cash or kind) for which little or no commercial return is expected.  Sponsorship can be provided by the corporate sector or private individuals in support of a Department of Water and Environmental Regulation activity, or by the department in support of related and worthwhile private or public-sector activities.  Sponsorships will only be considered if it is the most cost-effective means of achieving some or all of the marketing, engagement, partnership, media and communication objectives, and/or provides a real benefit to the broader community.  Cost effective sponsorship arrangements are most frequently achieved when the department pro-actively arranges the sponsorship (rather than reacting to an approach from an external organisation).  This policy will guide decisions relating to sponsorship requests and opportunities provided to the department. Opportunities must be consistent with organisational objectives while building the reputation of the department. |
| **Intent:** | Correct application of this policy will:  • build, develop and strengthen community, stakeholder and corporate relationships;  • promote the department’s key messages, reputation and image;  • provide tangible benefits to the department;   * support the delivery of the department’s strategic goals and outcomes. |
| **Key principles:** | All sponsorship, partnership and membership proposals must be assessed in consideration of the following principles:  • The department should only provide sponsorship when it will significantly enhance relationships, educate stakeholders which may include the public, 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 and the sponsorship is aligned with one or more of the department’s strategic goals and outcomes.  • 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.  • Sponsorship should not involve explicit endorsement of the organisation or the sponsored organisation’s products. The sponsored organisation cannot use the department logo outside of the terms of the sponsorship agreement.  • It is inappropriate for any employee of the department to receive a personal benefit from a sponsorship.\*  • A sponsorship arrangement is a contract and should be described in a written agreement (an exchange of signed letters can suffice) and should be administered by staff who are experienced in contract management.  The department will not support organisations, programs or events that:  • promote political, religious or race-specific organisations;  • degrade, exclude or are likely to 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.  Applicants requesting sponsorship must complete the attached evaluation business case form.  \* An example of a personal benefit would be something an organisation gives directly to an individual staff member for their personal use that provides no benefit to the department, such as a holiday or tickets to a sporting event. More detail on this is provided in the Gifts, Benefits and Hospitality Policy.  **Suitable activities and organisations for sponsorship, partnership and corporate membership**  Suitable organisations and activities for sponsorship can include conferences, partnership programs, awards, training, scholarships, industry research, publications, exhibitions, and trade shows.  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 logo and may include such things as inclusion in social media posts, award presentations, newsletters, scientific papers, and displays. |
| **Responsibilities:**  **Policy custodian:** | The initiating Branch Manager will be responsible for the management of the sponsorship agreement, partnership or corporate membership. All sponsorships are to be monitored and their outcomes recorded by the initiating Branch Manager  Manager Community and Public Relations |
| **Related policies:** | *Gifts, Benefits and Hospitality Policy*  *Conflicts of Interest Policy* |
| **Other documents:** | Public Sector Commission Review report about “Ticket use for sponsored or financial supported events”  Department Code of Conduct  Department Strategic plan 2022–2026 |
| **Review date:** | February 2026 (or when new Strategic Plan is developed) |
| **Last reviewed:** | May 2023 |

**Sponsorship evaluation business case form  
(for sponsorship, partnership, and corporate memberships)**

The purpose of the evaluation business case form is to collect sufficient information to answer Parliamentary Questions and media enquiries and to assess the relevance, business alignment, objectives and deliverables of all sponsorship opportunities sought for, or presented to, the department.

In order for the department to effectively assess a sponsorship opportunity, this form should be completed in full and returned to the Manager Community and Public Relations in Corporate Communications, accompanied by a detailed proposal if available. Information included in this form should be specific to the department and should not include a repetition of the information included in the proposal or membership information received by the department.

Suitable organisations and activities for sponsorship can include peak industry bodies, conferences, partnership programs, awards, training, scholarships, industry research, publications, exhibitions and trade shows.

Once this form and the accompanying proposal have been received by Corporate Communications, the assessment process will commence. Please allow a minimum of one week for an initial response.

**Section A**

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| **Information required** | **Information to be provided** |
| Name of organisation |  |
| What is the organisation, project or initiative being funded? | (include a brief description of the organisation and activity that is proposed to be supported) |
| Timelines and locations | (Identify any key dates– event dates, location and deadlines etc.) |
| Department support is best aligned with which of these categories? | Community □  Economy □  Environment □ |
| How does the support align with the Department’s strategic goals/outcomes. |  |
| What is the financial contribution requested? | $............  (In addition, are there any in-kind or leveraging opportunities related to this opportunity that will require additional funding, such as staffing, displays, printed materials etc.? If so, please list them) |
| What benefits will the Department of Water and Environmental Regulation receive for this contribution? | (Will there be engagement opportunities, department support recognition, naming rights, ticketing allocations, opportunity to communicate key messages, speaking opportunities etc.? Please list these as bullet points) |
| Are ticket allocations being offered as part of the benefits package? | (If yes, please include the $ face value of tickets and who is planned to receive the allocated tickets (staff member names and positions or Department of Water and Environmental Regulation stakeholder guests) |
| How is the Department of Water and Environmental Regulation being acknowledged? | (Will there be an opportunity to display department banners, logo recognition on printed materials, websites, on advertorial material and/or in speeches? Where there is a logo or branding applied, the department must be given the opportunity to approve artwork prior to publication) |
| What are the names of other organisations that are providing support? | (Please provide details of supporters and sponsors who have committed to date) |
| Are you aware of any existing or potential conflict of interest in relation to your membership or potential sponsorship? | Yes □  No □  (If yes, please include a brief statement with detail about the existing or potential conflict of interest. Corporate Communications will contact you to discuss) |
| Will there be any media present at any of the events or anticipated media coverage of the organisation or project proposed to be supported? | (Please provide details of any print, traditional electronic media or social media anticipated to take place related to the organisation and its events, programs or initiatives) |
| How will you report on the success and deliverables of the department’s support? | (Will you provide monthly updates, a six monthly, annual or final report? What key components will be included in the report e.g., statistics, attendance numbers, outcomes against key objective, activity/event/initiative details, photos, media and promotional samples, avenues of engagement etc.?) |
| Contact details | (Please provide phone and email contact details of the person managing the relationship with the organisation and the event or project organisers and ensuring that all benefits and outcomes of the department’s support are delivered |

**Section B**

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| Branch Manager endorsement:  Name …………………………………………………………………………………  Signature ……………………………………………………………………………  Date ……………………………………………… |
| Executive Director endorsement:  Name …………………………………………………………………………………  Signature ……………………………………………………………………………  Date ……………………………………………… |
| Community and Public Relations Manager endorsement:  Name …………………………………………………………………………………  Signature ……………………………………………………………………………  Date ……………………………………………… |