1 Purpose

Council's purpose in providing opportunities to partner under sponsorship arrangements is to support and grow the Toowoomba Region's event and program offerings. It takes the form of Council seeking opportunities to support other organisations who contribute opportunities to the region (outgoing sponsorship) as well as Council attracting funding partners to enhance its own events and initiatives (incoming sponsorship).

2 Scope and applications

As sponsorship is a business transaction any Council sponsorship arrangement will be provided in return for negotiated commercial, promotional and/or other benefits. Council sponsorship should result in tangible and mutual compensation for parties involved in the arrangement.

Sponsorship does not include:

- Grants or direct funding or in-kind support provided to a recipient under a separate Council policy or program.
- Endorsements, donations, philanthropic gestures, bequests, or gifts where no obligation is placed on the receiver and there is little or no return to Council.
- Purchasing or selling goods or services for value, including advertising space, editorial comment, or advertorials.
- Providing funding where outcomes for Council and the community cannot be realised.
- Any funds raised as part of a development application, and the requisite financial contributions to any works attributed to that development application.
- Lease/permit holders – persons or organisations that lease Council property or hold permits, licenses and similar instruments of tenure with the Council for their activities or events.
- Supplier arrangement, a commercial agreement between Council and a supplier to provide a specific service which is not akin to a sponsorship agreement, for an agreed period of time for an agreed price.

3 Principles

Council follows the principles below when considering any sponsorship activity:

- A sponsorship agreement will not impose or imply conditions that would limit or appear to limit Council's ability to conduct its functions fully and impartially.
- Sponsorship arrangements must not create conflict between the objectives and/or mission of Council.
- Where sponsorship involves the sponsor providing a product to Council, Council must evaluate that product for its fitness for purpose against objective criteria and the procurement process relevant to Council's needs.
- An employee of Council or Councillor must not receive benefit from a sponsor outside of the sponsorship agreement. Council employees involved in sponsorship must comply with the requirements of Council's Code of Conduct for Employees, Conflicts of Interest Policy, and Receiving of Gifts and Benefits Policy.
- Sponsorship opportunities must be advertised and not limited solely to invited sponsors.
- Council reserves the right to consider applications on a case-by-case basis and does not guarantee ongoing support.
- All sponsorship agreements must be in writing in a Council approved format.
- All Council sponsorship will be managed in accordance with the process outlined in this procedure.

3.1 Strategic Alignment

All sponsorship activity undertaken by Council will link directly to Council's Corporate Plan Goals (2019-2024) and specifically:

- 1.2.4 Establish partnerships with stakeholders to increase opportunity for participation in sport, recreation and community activity.
- 1.2.5 Strengthen and promote a unique calendar of regional and local events.
- 4.1.6 Continue to promote the region as a business, tourism, lifestyle and cultural destination.
- 5.1.3 Ensure leadership and decision-making is transparent, accountable and represents the current and future interests of the Region.

4 Content

4.1 Outgoing Sponsorships

Outgoing sponsorships are assessed against a predetermined set of criteria. Monetary or in-kind support may be provided by Council and Council will receive commercial benefits for this investment. These sponsorships should help Council progress it's values, goals, and objectives for the community.

4.1.1 Categories

Council will look favourably on sponsorship opportunities that seek to grow and enhance the region's event and program offerings at a local and regional level. The following categories of funding will be considered:

Category	1. Small	2. Medium	3. Large
Total value of sponsorship	Up to/equal to $4,999	Between and equal to $5,000-$9,999 as co-contributor	From $10,000 as co-contributor
Sponsorship Outcomes	Celebrate local people, programs and places. Limited economic benefit, brand recognition and greater social benefit. Local promotion and/or media.	Celebrate our Region and attract visitors and participants from outside the region. Large scale economic benefit for higher value Generate local, regional and state media. Can be one-off or occasional events	Toowoomba Region focused, attracts substantial visitation and participation from outside the region. Significant economic benefit. Generate state, national and ideally international coverage. Usually reoccurring events.

Category	1. Small	2. Medium	3. Large
Benefits	Benefit local people, programs and places. May be able to demonstrate capacity to grow event/activity and to reduce reliance on Council funding.	Benefit the whole community and hold destination appeal. Demonstrate potential capacity to grow the event/activity and to reduce reliance on Council funding. Funding received from State government or other funding partners possible.	Demonstrate the potential capacity to grow the event/activity (independent verification required). Funding received from State government or other funding partners.
Application supported by tourism bodies or other partners where applicable	NA	Other relevant parties where applicable (desirable)	Other relevant parties where applicable (desirable)
Activity profile baseline	Applicants should be able to outline: • Audience • Spectator numbers • Participant numbers • Promotional plan	Applicants should be able to outline: • Audience • Spectator numbers • Participant numbers • Media profile and marketing plan	Applicants should be able to outline: • Audience • Spectator numbers • Participant numbers • Media profile and marketing plan Independent verification required

4.1.2 Eligibility

The eligibility of all applications will be assessed using the following criteria. If the answer to all eligibility questions is Yes, the application may progress to the Assessment stage. If the answer to any eligibility question is No, the application is deemed unsuccessful and will not be considered further. Written notice will be provided to applicants in these circumstances.

Outgoing Sponsorship eligibility criteria	Yes/No/NA
The potential sponsor is a business or incorporated entity/organisation.	
The event or activity to be sponsored is held within the Toowoomba Region.	
The application meets the sponsorship definition.	

The application meets the suitability requirements listed in the Sponsorship Policy.	
The application timeframes meet the requirements of Council sponsorship.	
The applicant has all required insurances.	
The applicant has requested Council support previously and met Council's acquittal and reporting requirements.	
Internal Only Council has confirmed there is no actual or perceived conflicts of interest.	

4.1.3 How to Apply

Council's online sponsorship application portal is available via Council's corporate website. Once an application is submitted the applicant will receive a confirmation email and reference number.

Nominated Council staff have administrative access to the application portal and will delegate applications to the appropriate area for processing according to these guidelines.

If the application does not reflect the commercial return or provide the benefits expected of a sponsorship it is more likely better suited to a different funding program such as Council's grants program or external grants. Applicants will be notified and directed accordingly.

4.1.4 Application Timeframes

Applicants must ensure applications are submitted within the following timeframes to ensure eligibility and to allow for assessment processes. This will ensure the best sponsorship outcomes for all parties. Council Officers will ensure that communication with applicants and the assessment process is managed in line with Council's 4.03 Customer Experience Policy.

Funding Category	Application timeframes
1	Application submitted at least three months prior to the event/activity
2-3	Application submitted at least six months prior to the event/activity

4.1.5 Assessment Panel

An internal sponsorship assessment panel will meet monthly (or as required) to assess all eligible sponsorship applications against a standard set of criteria. While the criteria is standard its use differs depending on the category of sponsorship being applied.

The panel will be made up of at least two Council officers with sponsorship management experience and one Council subject matter expert. The panel will complete and record a conflict-of-interest assessment using Council's approved process prior to each meeting.

4.1.6 Assessment Criteria

Outgoing Sponsorships will be assessed according to the criteria below:

Funding Category	Assessment criteria
All	1. The application meets the eligibility criteria in section 4.1.2

Funding Category	Assessment criteria
2-3	2. Economic – generation of direct and incremental expenditure by visitors and event/activity organisers in relation to total spending generated. Council supports local suppliers and has a target of 60% local spend each year. Organisers who use local suppliers will be viewed favourably.
2-3	3. Tourism – compliments other activities, provides opportunities during off-peak season for visitor potential; is part of a balanced events/activity/program portfolio.
All	4. Financial stability – financial viability, skills of organisers, level of confirmed other support. Other sources of revenue viewed favourably.
All	5. Media and marketing – potential to raise appeal of the Toowoomba Region through media and marketing activities.
All	6. Social/community – social enrichment and potential benefits to local community.
All	7. Development and sustainability – potential to develop into something more significant and long lasting.
All	8. Events/Activity – ability to obtain permits and licenses (essential)
All	9. Risk profile – risks minimised or mitigated as per Council's Risk Tolerance Statement. Public liability minimum requirement $20,000,000

4.1.7 Sponsorship Approvals

The panel will make recommendations for endorsement of eligible suitable sponsorships to the Manager Customer, Communication and Engagement and approvers outlined for each category below and in line with budget availability.

Category Value	Small $0-$4,999	Medium $5,000 - $9,999	Large $10,000 and above
Approver	General Manager	Chief Executive Officer	Council

Where approval is required by Council this will be coordinated through the public council meeting process. It should be noted that although Council seeks open and transparent public processes there are times where Council decisions are enacted through closed confidential meeting processes as outline in Council's Best Practice Standing Orders for Local Government (Abridged) on Council's website.

Applicants will be notified of the approval outcomes in a timely manner by the subject matter officer managing the sponsorship process.

4.1.8 Conditions of Sponsorship

Conditions of each approved sponsorship will be outlined by Council using a sponsorship agreement form. For sponsorship valued up to$14,999 Council's short form will apply. For sponsorships valued $15,000 and over the standard form applies.

The agreement form will include:

- Benefits to be provided by the recipient to Council.
- Mutually agreed commercial objectives of the sponsorship and agreed performance measures.
- Forms of sponsorship acknowledgement and scope of uses available to the sponsor.
- Financial accountability requirements including tax liabilities.
- Agreed value of any in-kind sponsorship being provided.
- Milestone monitoring requirements.
- Dispute resolution provisions.
- Termination and variation provisions and,
- Acquittal /reporting requirements.

Any negotiated variations made to a sponsorship agreement during the term of the sponsorship will be recorded by Council in a variation document signed by both parties.

4.1.9 Sponsorship Payments

Council requires all approved sponsorship applicants to complete a Supplier Information form and provide an invoice to Council for payment. All invoices must contain the following information:

- Date
- Invoice Number
- ABN
- Address of Business/Organisation and,
- Contact Information

4.1.10 Sponsorship Evaluation and Acquittal

Sponsorship recipients are required to complete a post-event evaluation report within six weeks of the event/activity using Council's Outcome Report template outlining:

- Results achieved evaluated against the sponsorship objectives.
- Benefits/success of the sponsorship.
- Whether the terms of the agreement were met and,
- The cost/benefit analysis.

4.1.11 Reporting

To assess the success of Council's sponsorship arrangements the Assessment Panel and Approvers will be provided outcome reports from the subject matter officer managing the sponsorship as outlined in the table below:

Category	1	2-3
Report recipients	Sponsorship Panel Branch Manager	Sponsorship Panel Council

All outgoing sponsorship activity will also be reported in Council's Annual Report for the relevant year.

4.1.12 Record Keeping

Council will maintain records of all decisions and documents associated with outgoing sponsorship in its online sponsorship portal and records management systems. These records will be used for auditing purposes to ensure compliance with the policy and procedure.

4.2 Incoming Sponsorships

Council's purpose in seeking sponsorship is to enhance its own event and program offerings for the Toowoomba Region. Council seeks to reach potential sponsors who share Council's values, goals, and objectives.

4.2.1 Sponsorship identification

Each area of Council is responsible for identifying potential sponsorship opportunities that fall under the suitable incoming sponsorship types in section 5.2 of this policy. The identification, development and evaluation of these opportunities should coincide with annual budget and approval processes.

In identifying incoming sponsorship, the effort and cost to Council to secure and manage the sponsorship must be covered by the value of the sponsorship.. The cost to Council to deliver a sponsorship agreement should be no more than twenty percent of the total sponsorship agreement value.

When determining the value of a sponsorship to the Council, tangible benefits should not be the only aspect taken into consideration. In addition to cash and/or value-in-kind sponsorship investment the following benefits of value may also be considered:

- The extent to which connection with a reputable sponsor could enhance the Council and region's image and reputation.
- The sponsorship could make it possible for the Council to undertake beneficial, non-core activities that could not otherwise be funded or undertaken to the same extent.
- The sponsorship could either reduce the cost of a particular event or activity or enable it, in the public interest, to be expanded or enhanced.
- The sponsorship could achieve greater community awareness or public profile for the region or for a particular service, program or product, than may otherwise have been possible.
- The sponsorship could provide a benefit to the users, e.g. product placement.

All direct and indirect costs associated with delivering each tangible and intangible benefit within the sponsorship agreement should also be considered. A breakdown of tangible sponsorship benefits will be included in the Sponsorship Prospectus.

4.2.2 Advertising

Council adopts an open and transparent approach to incoming sponsorships and promotes sponsorship opportunities via a Sponsorship Prospectus to the market. Each prospectus will be advertised on Council's corporate website and more broadly through appropriate advertising mechanisms allowing for a competitive and open process aligned with the sound contracting principles and the Local Government Act. These opportunities will be promoted or tested with the relevant market well in advance of activities by the relevant area of council to ensure the best sponsorship outcomes for all parties.

Mechanisms Council will use to achieve the sound contracting principles as it relates to advertising include:

1. Value for Money:
    - Ensure the agreement gives Council and its representatives quality product/brand association exchange.
2. Open and effective competition:
    - Inform – Showcase existing sponsorship opportunities and provide information about the incoming sponsorship process on Council's website (www.tr.qld.gov.au).

- Advertise – create public awareness and transparency by promoting sponsorship opportunities across a range of channels to ensure appropriate and effective reach for the sponsorship opportunity.

Advertising may target potential sponsors where Council identifies clear alignment with the potential sponsor's goals and objectives, however, all potential sponsors must comply with Council's advertised submission process outlined in this procedure.

Authority to advertise on behalf of Council is delegated to the Manager Customer, Communication and Engagement. A marketing plan should be developed in conjunction with the Customer, Communication and Engagement branch for each prospectus.

4.2.3 Eligibility

The following eligibility criteria applies to incoming sponsorship

Incoming Sponsorship eligibility criteria	Yes/No/NA
The potential sponsor is a business or incorporate entity/organisation.	
The potential sponsor has operated for at least two consecutive years.	
The potential sponsor has all necessary licenses and approvals to conduct business.	
The potential sponsor has all required insurances.	
The potential sponsor meets the sponsorship principles outlines in section 3 of this procedure.	
Internal only Council has confirmed there is no actual or perceived conflicts of interest.	

If the answer to all eligibility questions is Yes, the application may progress to the Assessment stage. If the answer to any eligibility questions is No, the application is deemed unsuccessful and will not be considered further. Written notice will be provided in these circumstances.

4.2.4 How to Apply

Interested parties will be invited to submit an online sponsorship submission through Council's online sponsorship portal via www.tr.qld.gov.au.

4.2.5 Assessment Panel

An internal sponsorship assessment panel will meet after the closing date of each submission to assess all eligible applications against the standard set of criteria.

The panel will be made up of at least two Council officers with sponsorship management experience and one Council subject matter expert. The panel will complete a conflict-of-interest assessment using Council's approved process prior to each meeting.

4.2.6 Assessment Criteria

Incoming Sponsorships will be assessed according to the criteria below:

Assessment criteria
Proposed investment

Sponsorship application represents less than 20% service cost
Alignment with the Council's values, vision and corporate goals
Ability to withstand critical public scrutiny and risk profile mitigated
Any additional benefits Council considers the sponsor may bring
Size of customer base / marketing reach
The acknowledgement proposed is consistent with the level of sponsorship
Demonstrated commitment to social responsibility and strong community ties

4.2.7 Sponsorship Approvals

Incoming sponsorships will be recommended for endorsement to the Manager Customer, Communication and Engagement and the approvers as per the table below:

Value	$0-$9,999	$10,000 - $24,999	$25,000 - $49,999	$50,000 and above
Approver	Branch Manager	Group General Manager	CEO	Council

4.2.8 Conditions of sponsorship

Conditions of each approved sponsorship will be outlined in Council's Sponsorship Funding Agreement (incoming). The agreement will include:

- Benefits to be provided by Council to the sponsor.
- Mutually agreed commercial objectives of the sponsorship and agreed performance measures.
- Forms of sponsorship acknowledgement and scope of uses available to the sponsor.
- Financial accountability requirements including tax liabilities.
- Agreed value of any in-kind sponsorship or partnership.
- Dispute resolution provisions.
- Termination and variation provisions.
- Any special conditions which may apply.
- Milestone monitoring requirements
- The recommendation of the Council's ongoing contribution to the capital and/or operational costs of community facilities by clear and permanent identification of council through its branding guidelines.
- Acquittal/reporting requirements which would include:
    - Results achieved evaluated against the sponsorship objectives.
    - Benefits/success of the sponsorship/partnership.
    - Whether the terms of the agreement were met.
    - The cost/benefit analysis.

Any negotiated variations made to a sponsorship agreement during the term of the sponsorship will be recorded by Council in a variation document signed by both parties.

4.2.9 Sponsorship Evaluation and Acquittal

Council will complete a post-event evaluation report within six weeks of the event/activity using Council's Outcome Report template outlining:

- Results achieved evaluated against the sponsorship objectives.

- Benefits/success of the sponsorship.
- Whether the terms of the agreement were met and,
- The cost/benefit analysis.

4.2.10 Reporting

To assess the success of Council's sponsorship arrangements the Assessment Panel and Approvers will be provided outcome reports from the subject matter officer managing the sponsorship, as outlined in the table below:

Value	$0-$9,999	$10,000 - $24,999	$25,000 - $50,000	$50,000+
Approver	Panel Branch Manager	Group General Manager	CEO	Council

Incoming sponsorship activity is reported each year in Council's Annual Report as consolidated revenue.

4.2.11 Record Keeping

Council will maintain records of all decisions and documents associated with incoming sponsorship in its online sponsorship portal and records management system. These records will be used for auditing purposes to ensure compliance with the policy and procedures.

4.2.12 Unsolicited approaches (incoming only)

Council may consider and assess unsolicited approaches to incoming sponsorship on a case-by-case basis. Unsolicited approaches should be progresses through Council's online sponsorship portal (see Section 4.2.4).

5 Responsibilities/accountabilities

5.1 Outgoing Sponsorship

Category and value	Small $0-$4,999	Medium $5,000 - $9,999	Large $10,000 and above
Approver	General Manager	Chief Executive Officer	Council

5.2 Incoming Sponsorship

Value	$0-$9,999	$10,000 - $24,999	$25,000 - $49,999	$50,000+
Approver	Branch Manager	Group General Manager	CEO	Council

6 Relevant laws

Local Government Act 2009

Local Government Regulation 2012

7 Related policies/documents

Members of the public can access Council policies on Council's website. If a policy listed below does not appear on the website please contact 131 872 or email info@tr.qld.gov.au to request a copy. Staff may access policies via the Policy Register and Review Schedule.

Council policies

1.01 Strategic Policy

2.31 Procurement Policy

2.55 Advertising Spend Policy

2.59 Community Grants Policy

2.71 Sponsorship Policy

4.03 Customer Experience Policy

4.14 Receiving Gifts and Benefits Policy

4.19 Conflict of Interest Policy

5.30 Customer Experience Procedure

5.35 Conflict of Interest Procedure

5.43 Information Management – Create & Capture Procedure

Other documents

Code of Conduct of Employees

Corporate Plan 2019 - 2024

8 Related forms

Sponsorship Register DM#8262191

Outgoing Sponsorship Assessment Form DM#9264809

Sponsorship Funding Agreement Short Form DM#8746127

Sponsorship Funding Agreement – Standard Form DM#8746102

Sponsorship Funding Agreement (incoming) DM# 11057267

Outgoing Sponsorship Evaluation Report template DM#9264813

Conflict of Interest Declaration form DM#7577246

Supplier Information Form DM#5854320

9 Definitions

Term	Definition
Advertising	Promoting to the public an idea, goods, or services by using a medium commonly used for the promotion of ideas, goods, or services and, for which a fee is paid. See 2.55 Advertising Spending Policy.

Term	Definition
Conflict of Interest	An actual, perceived, or potential situation in which a private or personal interest exists, sufficient to appear to influence the objective exercise of his or her official duties or powers as an employee. A COI involves a conflict between a public official's duties and responsibilities in serving the public interest, and the public official's private interests. A COI can arise from avoiding personal losses as well as gaining personal advantage – whether financial or otherwise.
Donation	A voluntary contribution without expectation of any return.
Grants	Funds provided to a recipient through a formal program for a specified purpose, directed at achieving goals and objectives consistent with Council policy, where the recipient is selected on merit against a set of criteria. Grants are provided without expectation of commercial return. See 2.59 Community Grants Policy.
In-kind sponsorship	Provision of any service, facility or activity by Council that would normally attract a fee as well as services procured by Council from external suppliers at its cost. Both parties must agree to a value for the goods or services.
Incoming sponsorship	Identification by Council at a group or branch level to recognise potential opportunities to receive and manage 'sponsorship monies' or in-kind support from another party for the purposes of Council gaining assistance with and input towards improving the delivery of its programs and or events.
Negotiated commercial	Benefits include the sponsor's right to be publicly recognised or have their name, product/s or service/s associates with the sponsorship recipient's activity, event, individual, infrastructure, program, or service. Specific benefits may include: • Branding exposure (signage, promotional material, advertising) • A site/stall to promote or sell sponsor goods/services • Public announcements • Acknowledgement in speeches media and printed materials • Invitation to participate in opening ceremonies • Inclusion of sponsor information in information packs.
Outgoing sponsorship	A third-party request to Council, formalised via an application, eligibility, and assessment process, to seek support (i.e., financial and or in-kind support, or a combination of both) for the purposes of enhancing an initiative and or event - while encouraging broader region wide participation - in exchange for negotiated and specific benefits.
Philanthropy	The desire to promote the welfare of others, expressed especially by a donation of money.
Procurement and contracting activity	All activities that relate to the making and entering into a contract for conducting of work (within scope of the Procurement policy and Contract Management Framework), or the provision of goods and services, or the disposal of non-current assets, including pre-contract planning and post-contract management and administration.

Term	Definition
Sponsor	An individual or organisation that for a specified term, provides a contribution in cash and/or in kind with the intention of receiving negotiated commercial benefits.
Sponsorship	Sponsorship is a business transaction where a sponsor provides a monetary contribution or value in-kind to support an event, project, service, or activity, in return for negotiated commercial, promotional and/or other benefits. A sponsorship is a negotiation and should result in tangible and mutual compensation for the key parties in the arrangement. Sponsorship is not philanthropic – sponsors expect to receive benefits beyond a modest acknowledgment.
Sponsorship asset	Any program, event, infrastructure, venue, location, or other marketable asset.
Sponsorship recipient	An individual or organisation that, for a specified term receives a contribution in cash and/or in kind in return for providing negotiated commercial benefits to a sponsor. See 'sponsor' above.

10 Policy details

Policy category:	Organisational Policy	**Policy version number[1]:**	4.00
Date adopted/approved:	1 December 2023	**Effective date:**	1 December 2023
Approval authority:	Chief Executive Officer		
Policy Owner:	Customer, Communication and Engagement		
Contact officer:	Manager Customer, Communication and Engagement		
Review date:	three years from date of approval		

11 Revision history

Policy version	Approval date	DM Reference
1.00	5 October 2018	7980919v3
2.00	30 November 2018	8365504v3
3.00	11 December 2020	8619083v4
4.00	1 December 2023	9831014v7

[1] Printed copies are uncontrolled. It is the user's responsibility to ensure that any copies of policy documents are the current issue. Any delegations should be verified via the relevant Delegation Register as it takes precedence if there is a conflict. The Chief Executive Officer will, if necessary, be the sole arbiter in resolving any issues of conflict