



## SPONSORSHIP OPPORTUNITY GUIDELINES

The National Drought and Flood Agency is committed to supporting rural and regional communities through tough times. One of the ways we do this is by sponsoring local events which bring communities together and enhance the vibrancy and connectivity of regional and remote communities.

A cornerstone of the National Drought and North Queensland Flood Response and Recovery Agency's success is in the level of engagement it has with the communities it supports.

Events such as agricultural shows, field days, camp drafts, workshops and exhibitions are part of the fabric of regional Australia. They help to strengthen social bonds and improve wellbeing in places where distance, drought, bushfires and now COVID-19 have caused significant hardship and distress.

This sponsorship guideline provides support to external organisations when applying for an event sponsorship through the Agency.

### What is sponsorship?

A **sponsorship** is a business relationship between the Agency and another organisation where there is a mutual exchange of benefits between both parties. In this context, a sponsorship is a deliberate association of the Agency's name, image or brand with another organisation's event, product or activity.

Priority will be given to events that enhance community cohesion, encourage people to connect with Australian Government drought and flood support, information and advice and encourage recovery and resilience activities.

### Sponsorship can cover many activities, like:

- supporting events, such as conferences, awards, exhibitions, field days, workshops, community events and agricultural shows;
- providing in-kind support to an event;
- providing funding to create a new publication or product, or assist in the administration of awards or conferences; and
- supporting training, scholarships or industry research.

### Sponsorship is not:

- paid advertising space;
- a joint venture or consultancy;
- funding to cover an organisation's ongoing operating costs; and
- funding to repair, replace or procure new infrastructure.



## Relevance and priority

When determining whether to sponsor an activity or event, careful consideration will be given to its importance to the local community, its history and whether there is likely to be a high representation from the Agency's key audience (ie local primary producers and their families, and small businesses owners).

In particular, priority will be given to events that enhance community cohesion, encourage people to connect with support, information and advice and encourage recovery and resilience activities.

## Demonstrable benefits to the Agency

The benefits the Agency receives under a sponsorship agreement must be demonstrable and provide value for money. This includes being effective in achieving our business outcomes.

There must be mutual benefits for participants involved in a sponsorship arrangement. The sponsorship activity should deliver measurable outcomes in communicating or promoting awareness of Australian Government drought and flood policies and programs.

Any event sponsored by the Agency must:

- align with the Agency's objectives, within the context of the broader objectives of the Australian Government;
- target audiences that have a direct interest in the outcomes of Agency programs; and
- have promotional value (i.e. media opportunities, social media opportunities, branding opportunities, trade stand and speaking opportunities and/or strategic partnership opportunities).

## Return on investment

The sponsorship benefits equate to the sponsorship value. The Agency provides sponsorships of up to \$20,000 depending on the return on investment to the agency and community.

The Agency will consider sponsoring up to 50% of the total cost of an event.

Sponsorships are divided into four levels, Bronze, Silver, Gold and Platinum.

- **A Bronze sponsorship** is valued up to \$3,999 and must provide the Agency with at least four (4) of the following benefits, including at least two (2) of the items marked ★.
- **A Silver sponsorship** is valued between \$4,000 and \$6,999 and must provide the Agency with at least six (6) of the following benefits, including at least three (3) of the items marked ★.
- **A Gold sponsorship** is valued between \$7,000 and \$10,000 and must provide the Agency with at least eight (8) of the following benefits, including at least four (4) of the items marked ★
- **A Platinum sponsorship** is valued between \$10,001 and \$20,000 and must provide the Agency with at least ten (10) of the following benefits, including at least five (5) of the items marked ★. Platinum sponsorship must include Agency promotion as sponsor via traditional media channels including newspaper and radio.

All sponsorships must provide an brief evaluation of the delivered sponsorship benefits.



Depending on your sponsorship value benefits may include:

- ★ Agency logo, content and/or imagery placement (i.e. website, presentation slides, flyers, program etc).
- ★ Event branding (i.e. banners or signage present and/or handouts available).
- ★ Opportunity to attend the event (and set up a marquee, if applicable) to obtain first-hand knowledge of local issues to feed back to policy development and community engagement activities.
- ★ Agency promoted as sponsor via digital media channels including social media/mail out/e-newsletter.
- ★ Agency promoted as sponsor via traditional media channels including newspaper and radio.
- ★ Agency promoted as sponsor during the event (overhead announcements, etc).
- Speaking opportunities for the Coordinator-General, CEO or Agency staff.
- Naming Rights to sponsored event.
- Logo on TV advertisement.
- Opportunities for our staff to become meaningfully involved in the event.
- Provision of exclusive and meaningful content for social media and other communications – particularly access to stories we can share, and people we can profile.
- License to create exclusive content for social media and other communications.
- Access to community leaders and/or innovators, particularly for the creation of exclusive content, such as Q&As. Get creative!
- Other benefits that align with the Agency's objectives. Use your imagination!

## Rules and guidelines

The *Public Governance, Performance and Accountability Act 2013* (the "Act") and the *Public Governance, Performance and Accountability Rule 2014* (the "Rule") outlines the obligations of Authorities and officials when undertaking grants administration, which extends to the administration of sponsorships.

These obligations include a duty to establish, operate and maintain financial systems relating to risk and control. The Act and Rule also require an accountable authority to govern the affairs of the entity in a way that promotes proper use and management of public resources for which the accountable authority is responsible.

Ethical behaviour and fairness in the administration of sponsorships is achieved by ensuring that decisions relating to the approval or rejection of sponsorships are impartial.



## SPONSORSHIP PROCEDURES

Sponsorship procedures ensure that the Agency receives consistent and detailed information and can respond appropriately when assessing sponsorship proposals.

### Sponsorship proposal

All sponsorships must be formally evaluated prior to recommendation for consideration and approval by the Agency's Executive. For a proposal to be considered for sponsorship, a written sponsorship proposal must be prepared by the event organisers. You can find the proposal template at **Attachment A**.

The sponsorship proposal must include:

- o About your organisation;
- o Event description and background;
- o Details of any other funding received from other federal or state government agencies;
- o Reach and target audience;
- o Sponsorship details, including cost and inclusions/benefits; and
- o Contact details.

The sponsorship proposal should be sent to [sponsorships@droughtandflood.gov.au](mailto:sponsorships@droughtandflood.gov.au) for consideration.

### Formalising the agreement

Once the sponsorship proposal is received by the Agency a recommendation will be developed by the Community Engagement team and presented to the Agency's Executive Group for consideration.

The contact officer will be notified of the outcome.

If the sponsorship is approved a contract will be raised outlining the negotiated cost and benefits of the sponsorship. This contract is to be signed by the receiving organisation and returned with an invoice for payment.

### Evaluating the sponsorship

As part of the sponsorship agreement you will provide a short evaluation of the delivered sponsorship benefits. This report should include:

- A simple chart outlining the agreed benefits, and whether or not each item was delivered
- Stats on event attendees
- Social media data, web traffic, and other engagement metrics

Prepared by	Mary-Jane McLeod, A/g Director, Community Engagement	13/1/2021
Approved by	Kate Woodbridge, Executive Director Communications and Engagement	13/1/2021



## Attachment A - Sponsorship Proposal Template

Please complete the following sponsorship template to the best of your ability. Please keep in mind that the following are recommendations as to what to include in your sponsorship proposal. Completing the template will ensure a timely and detailed assessment of your sponsorship proposal.

We would like to make the sponsorship process as easy as possible so if you have any queries please don't hesitate to contact us at [sponsorships@droughtandflood.gov.au](mailto:sponsorships@droughtandflood.gov.au)

<b>Event Title</b>	
<b>Event Date</b>	
<b>Event Location</b>	<i>Address, Town and State/Territory</i>

## About your organisation

<b>Tell us about your organisation</b>	<i>Who are you? Mission, vision, programs, services</i>
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## Event information

### Event background

<b>Main purpose/objectives of the event</b>	<i>what would you like to achieve</i>
<b>What type of event is it?</b>	<i>Field day, agricultural show, workshop, conference, community gathering in drought or flood affected region, etc.</i>
<b>History of event</b>	<i>How did it start? Is there any history?</i>
<b>How often is the event held?</b>	<i>Annually, quarterly, Etc.</i>



### Event outline

Name of event	
Date of event	
Time of event	
Location of event	
Who will attend the event?	<i>Target audience</i>
How many people do you expect to attend?	
What benefits will the event deliver to the community?	

### Event partners

Are there other organisations or delivery partners involved?	
Have you received funding or grants from another federal or state government department agency? (mandatory)	<i>for example the the Supporting Agricultural Shows and Field Days program</i>





### Event structure

What does the event involve?	
What activities are planned for the event?	
Is it a free or paid event?	

### Event organisers

Is there a committee or leadership group organising the event?	
Projected budget / estimated cost of the event?	
Do you have a COVID Safe plan?	
Do you have a contingency plan if the event is cancelled?	

## Reach and Target audience

### Audience

Who are your target audience?	
Are they local, interstate, international?	
Number of expected participants?	





Is the event in a rural, remote or regional community affected by drought or flood?	
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### Reach

How will the event be promoted?	<i>Eg. Social media, newsletters, flyers around town, mailout, etc.</i>
Will there be media opportunities?	<i>Radio, TV, newspaper</i>

## Benefits to the Agency as a sponsor

What is the dollar amount you are seeking?	
Which sponsorship level are you seeking?	<i>E.g. Platinum, Gold, Silver, Bronze.</i>
What benefits will the Agency receive as a sponsor?	<p><i>E.g.</i></p> <ul style="list-style-type: none"> <li>• Agency logo, content and/or imagery placement (i.e. website, presentation slides, flyers, program etc).</li> <li>• Event branding (i.e. banners or signage present and/or handouts available).</li> <li>• Opportunity to attend the event (and set up a marquee, if applicable) to obtain first-hand knowledge of local issues to feed back to policy development and community engagement activities.</li> <li>• Agency promoted as sponsor via digital media channels including social media/mail out/e-newsletter.</li> <li>• Agency promoted as sponsor via traditional media channels including newspaper and radio.</li> <li>• Agency promoted as sponsor during the event (overhead announcements, etc).</li> <li>• Etc.</li> </ul>
Why would the Agency benefit by sponsoring your event?	<i>Does the event target drought or flood affected communities?</i>





## Contact information

Who is the best contact for the event?	
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