Queensland Government sponsorship application - Round 10
Form Preview

Sponsorship application form

Introduction

Welcome to the Queensland Government sponsorship application form.

Please note that most fields in this form are mandatory (marked with an *). You will not be able to submit your application if these fields are incomplete.

We encourage applicants to allow sufficient time to prepare detailed responses and gather all necessary supporting documentation. This form can be saved and completed later if needed.

Once submitted, your application will be acknowledged via an email receipt. It will then be forwarded to the most appropriate Queensland Government department for assessment, consultation, and a direct response.

Please note it can take up to four months to receive an outcome to your application on behalf of the Queensland Government. You should apply at least eight months before the event.

An application is only considered received by the Queensland Government once the submitter has received an email receipt. If you do not receive an email receipt within three business days of submission, please contact the Queensland Government using the details provided below.

Please note that receiving an email receipt does not guarantee funding approval.

Questions

If you have any questions regarding the application process, please contact Engagement and Partnerships, Department of the Premier and Cabinet, on telephone 07 3003 9200 or via email at sponsorship@premiers.qld.gov.au.

If your application is unsuccessful, you may ask for feedback, however it will not be subject to any further review by the Queensland Government.

Complaints about the outcome of an application can be made in accordance with the Department of the Premier and Cabinet's complaints management policy.

Applicant contact details

* indicates a required field

Organisation details

Organisation name *
Organisation Name

Organisation postal address *
Address

Suburb State Postcode

Organisation website (if applicable)

Must be a URL.

Has your organisation successfully delivered events before? *

- ○ Yes
- ○ No

Please describe your organisation's event delivery capacity and expertise. *

Word count:
Must be no more than 150 words.

ABN confirmation

Does your organisation have an Australian Business Number (ABN)? *

- ○ Yes
- ○ No

If your organisation does not have an ABN you are required to provide an ATO 'Statement by Supplier' form. Download here.

If no, attach Statement by Supplier form here:
Attach a file:

Organisation ABN

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register
ABN
Entity Name
ABN Status
Entity Type
Goods & Services Tax (GST)
DGR Endorsed

ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main Business Location	

Must be an ABN.

Contact details

Organisation's contact person *

Title | First Name | Last Name

Post-nominals may be included within the Last name field.

Position within organisation *

Contact telephone number (business hours) *

Please include area code e.g. 00 0000 0000 or mobile 0000 000 000.

Alternate contact telephone number

Please include area code e.g. 00 0000 0000 or mobile 0000 000 000.

Contact email address *

Must be an email address.

Joint applicant contact details

Is this a joint application with another organisation? *

- ○ Yes
- ○ No

Joint applicant organisation name *

Does the joint applicant organisation have an ABN? *

- ○ Yes
- ○ No

Joint organisation ABN

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity Name	
ABN Status	
Entity Type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main Business Location	

Must be an ABN.

Joint applicant: Organisation's contact person *

Title | First Name | Last Name

Post-nominals may be included within the Last Name field.

Joint applicant: Position *

Joint applicant: Telephone number (business hours) *

Please include area code e.g. 00 0000 0000 or mobile 0000 000 000.

Joint applicant: Email address *

Must be an email address.

Event details

* indicates a required field

Event name *

Event website

Must be a URL.

Event social media

Must be a URL.

Type of event *

- ○ Award ceremony
- ○ Awareness campaign
- ○ Commemorative event
- ○ Community event
- ○ Competition
- ○ Conference/seminar
- ○ Cultural event
- ○ Exhibition (e.g. art, history)
- ○ Expo
- ○ Festival
- ○ Parade
- ○ Performance (e.g. theatre)
- ○ Program
- ○ Sporting event
- ○ Summit
- ○ Trade show
- ○ Workshop
- ○ Other:

Please select one option. If your event covers multiple categories, please select the primary focus.

Before continuing your application, please consider the following:

- **Applications should be submitted at least eight months before the event.**
- **It can take four months to receive a formal outcome to your application.**
- **You are not guaranteed to receive sponsorship funding, or receive the full amount requested.**

Is the event start date at least 8 months from the date this application is submitted? *

- ○ Yes
- ○ No

If no, please consider applying for a future iteration of your event to ensure there is adequate time for your application to be assessed and an outcome to be advised.

Event start date *

This is the event start date.

Event end date *

This is the event end date. For a one day event, this may be the same date as above.

Primary region where the event will take place *

- ○ Brisbane Central
- ○ Brisbane East
- ○ Brisbane North
- ○ Brisbane South
- ○ Brisbane West
- ○ Central Queensland
- ○ Darling Downs
- ○ Gold Coast
- ○ Ipswich
- ○ Logan
- ○ Mackay Whitsundays
- ○ Moreton Bay
- ○ North Queensland
- ○ North West Queensland
- ○ Scenic Rim
- ○ South West Queensland
- ○ Southern Downs
- ○ Sunshine Coast
- ○ Western Queensland
- ○ Wide Bay Burnett
- ○ Other:
- ○ Far North Queensland
- ○ Redlands

You may only select one choice. View Queensland's regions here.

What is the location/s of the event? *

Insert street address. If your event will take place in more than one location, please provide the venue and suburb if known.

Summary of the event *

Provide a description of the event.

What is the ticket/admission price for the event? *

Is this a new event? *

- ○ Yes
- ○ No

If no, provide details on when it has been held previously *

For example: "2023, 2024 and 2025"

What are the goals and objectives of the event? *

How has the need for this event been identified? Please provide dot points.

What strategies or actions will you implement to achieve these objectives? *

Please provide dot points.

What are the key milestones and timelines associated with the event? *

For example: program development, launch, advertising, event date etc.

Explain how the event could be adjusted to accommodate unforeseen changes, such as gathering or movement restrictions due to Public Health Directions or weather events. For example, could the delivery model be modified, or are there elements that might not be feasible to deliver? *

Audience details

Who is the target audience? (e.g. specific demographics, industries and/or sectors) *

Estimated total number of people attending the event *

Must be numeric. Please ensure the total number of attendees and the split of geographic locations of attendees match. If nil, please mark as 0.

Local attendees *

Must be numeric.

Intrastate/statewide attendees *

Must be numeric.

Interstate attendees *

Must be numeric.

International attendees *

Must be numeric.

How have these numbers been calculated *

Alignment with Queensland Government objectives

* indicates a required field

Which government objectives align with the event *

☐ Safety where you live
☐ Health services when you need them
☐ A better lifestyle through a stronger economy
☐ A plan for Queensland's future

You may choose more than one option. Review the Queensland Government's objectives for the community here.

Please describe how the event aligns with your selection/s above. *

Which benefits will the event deliver on? *

☐ Economic (creating jobs, boosting economic growth, attracting visitors, promoting Queensland industries, supporting local businesses, or strengthening stakeholder relationships)
☐ Social (fostering community engagement, promoting inclusivity and accessibility, enhancing regional pride, showcasing local expertise, supporting innovation, or strengthening relationships at local, national, and international levels)
☐ Cultural (promoting Queensland's cultural heritage, engaging Traditional Owners, fostering diversity and inclusion, showcasing local traditions, or increasing interest in the region's culture and history)
☐ Environmental (promoting sustainability, supporting conservation efforts, adhering to green policies, reducing plastic pollution, or encouraging the use of public transport)

Please describe the economic benefits the event will deliver and how you will measure them *

Please describe the social benefits the event and how you will measure them *

Please describe the cultural benefits the event and how you will measure them *

Please describe the environmental benefits the event and how you will measure them *

Your sponsorship request

* indicates a required field

Funding

What is the type of support you are seeking? *
- ○ Funding (financial contribution)
- ○ In-kind (non-financial contribution)
- ○ Both funding and in-kind

What is the funding amount you are requesting (GST exclusive)? *

$

Must be a dollar (AUD) amount.

What in-kind support are you requesting?

Word count:
Must be no more than 150 words.

Also known as contra or value in-kind sponsorship, is the provision or receipt of goods and/or services to support or enhance an event at a reduced rate or free of charge. Assuming both parties are registered for GST, and there is a taxable service or product being supplied, these arrangements are liable for GST and are valued at the current market rate. In-kind sponsorship must offer value to the other party either through benefits or budget relieving, and must are recorded on a budget as an expense, and offset as in-kind support in the income. Please note that in Queensland, events are operated on a user-pays system, where the event organiser is responsible for costs associated with police support.

Budget

Total event cost (GST exclusive) *

$

Must be a dollar amount ($AUD). Your sponsorship request cannot exceed the total event cost.

Please provide an itemised budget for the event under the included key categories. Additional categories can be added as required.

All income and expense line items must be included. If these are not relevant to the event, please list $0.

Please complete the budget using GST exclusive figures in Australian Dollars ($AUD).

A more detailed budget can be uploaded under the attachments section of this application form.

Income	$ (GST exclusive)	Expenditure	$ (GST exclusive)
	Must be a dollar amount.		Must be a dollar amount.
Sponsorship	$	Venue Hire	$
Grants	$	Staffing	$
Fundraising	$	Entertainment/talent	$
Ticket sales	$	Marketing/promotion	$
Exhibitors/stalls	$	Travel/accommodation	$
Memberships	$	Food and beverage	$
	$	Infrastructure	$
	$	AV/theming	$
	$	Administration	$
	$		$

Budget totals

The below values are prepopulated from the table above.

Total Income Amount
$
This number/amount is auto-calculated.

Total Expenditure Amount
$
This number/amount is auto-calculated.

Income - Expenditure
$
This number/amount is auto-calculated.

Sponsorship history and other support

* indicates a required field

Have you received sponsorship or other funding from the Queensland Government for this event in previous years? *
- ○ Yes
- ○ No

If yes, please specify the year and the Queensland Government department that provided the sponsorship or other funding. *

For example: “2025 – $25,000 from Department of the Premier and Cabinet”

Have you contacted or consulted with any Queensland Government department directly with this request? *
- ○ Yes
- ○ No

If yes, please provide their contact details *

Have you applied for other funding from the Queensland Government for this event? *

- ○ Yes
- ○ No

If yes, please detail the department, program, funding amount and outcome of the application *

For example: “Department of Justice - Gambling Community Benefit Fund - $15,000 - Approved"

Sponsorship entitlements

* indicates a required field

What sponsorship entitlements can you offer the Queensland Government in return for sponsorship? (e.g. speaking opportunities, naming rights, logo placement, event signage, position on judging panel, tickets, exhibition space) *

Word count:
Must be no more than 300 words.

Other partners/sponsors/media partners

* indicates a required field

Please provide details on any event partners, sponsors or media partners you have confirmed, approached or looking to approach for this event including the organisation name and the sponsorship value confirmed, requested or to be requested.

Organisation	Sponsorship value	Confirmed / Approached / Potential
	$	
	$	

	$	
	$	
	$	
	$	
	$	
	$	
	$	
	$	
Please list organisation name.	Please list value of confirmed, requested or potential sponsorship. Must be a dollar amount.	Select applicable category

Please provide any additional information regarding event partners, sponsors or media partners that have been secured, approached or will be approached for the event.

Additional information

Application outcome

It can take up to four months to receive an outcome on your application. Please enter the date that is four months after the date of submission to confirm that you understand this timeframe. *

Must be a date.

Is there any other information you would like the Queensland Government to consider?

Attachments

* indicates a required field

Please attach the following to support your application.

- **sponsorship proposal or supporting documents -** detailing what your organisation is aiming to achieve, how objectives will be executed, what partners/ channels will be used and how success will be determined
- **budget -** detailing how your organisation will fund the event and what costs are associated with the delivery model
- **marketing and communications plan** - detailing how your organisation will promote the event in the lead up to maximise engagement and attendance
- **any other relevant information to support your application**

Each attachment maximum file size is 25MB. A file size of 5MB is recommended.

Project plan or sponsorship proposal *
Attach a file:

Budget *
Attach a file:

Marketing and communications plan *
Attach a file:

Other supporting information
Attach a file:

Certification

* indicates a required field

Insurance

If your application is successful, you will be required to hold the relevant insurance for your sponsorship. • Public liability insurance, with an insurance company approved by the Queensland Government, with a limit of indemnity of not less than $20 million per occurrence. • Worker's compensation insurance as required by the laws of Queensland. • Any other insurance as may be required under any Legislative Requirement or by the Queensland Government, or that a reasonable person would effect and maintain having regard to the nature of the sponsored activity

Do you agree to take out the relevant insurance for your event if your application is successful? *
○ Yes
○ No
○ Other:

If you already have insurance for your event, please upload the following certificates below:

Certificate of Insurance (public liability)

Attach a file:

Certificate of Insurance (worker's compensation)
Attach a file:

Declaration

* indicates a required field

The following section confirms your organisation’s endorsement of this application form. It should be completed by someone with the appropriate authority.

I warrant that: *
☐ I hereby certify I am authorised to speak on behalf of my organisation.
☐ I do solemnly and sincerely declare the information provided is true and correct to the best of my knowledge.
☐ I understand I may not receive an outcome on my application for up to four months after submission, even if my event is held before that time.
☐ I understand if the Queensland Government approves a sponsorship, I will be bound by the contents of my application to carry out my event as I have described and my application will form part of my contractual agreement with the Queensland Government.
☐ I understand if the Queensland Government approves a sponsorship, I will agree to the terms and conditions as part of a sponsorship agreement.
☐ I consent to the information contained within this application being disclosed to or by the Queensland Government for the purpose of assessing, administering and monitoring my current and any future applications.

Authorised person's name *

Title	First Name	Last Name

Position held within organisation *

Date of declaration *

Privacy statement

Your personal information will be handled in accordance with the *Information Privacy Act 2009* (Qld) (IP Act) and the Queensland Privacy Principles (QPPs).

The information collected is necessary to assess and respond to your Organisation’s application for sponsorship (the application). If you choose not to provide this information, your application will not be able to be progressed.

Your personal information may be disclosed to authorised officers from other Queensland Government departments and agencies to assess your application. Your personal information may also be disclosed to non-government entities or government agencies in other jurisdictions which are listed in your application as having previously sponsored your organised or initiative or which have been approached by your organisation for sponsorship, for the purpose of assessing the application. Where the application contains the personal information of others, you agree that you have obtained the consent of such persons for their personal information to be used and disclosed in accordance with this privacy statement.

The privacy policy for the department explains how you may request access to and/or correction of your personal information. Our privacy policy also explains how you can complain to us if you consider we have breached our obligations to manage your personal information in accordance with the QPPs, and how we deal with privacy complaints.

If you have questions regarding how your personal information will be handled contact:

Privacy Contact OfficerRight to Information and PrivacyDepartment of the Premier and CabinetEmail: privacy.contact@premiers.qld.gov.au Phone: 07 3003 9230Mail: PO Box 15185 CITY EAST QLD 4002