

Major sponsorship application form

This major sponsorship application form is for requests seeking \$10,001 or more (GST exclusive) in sponsorship funding from the Queensland Government.

If you are seeking either cash or in-kind sponsorship of \$10,000 or less (GST exclusive) from the Queensland Government, please complete the [minor sponsorship application form](#).

Sponsorship provided by the Queensland Government is designed to provide funding for events and initiatives that enhance current government strategic objectives [available here](#).

Sponsorship involves a negotiated exchange and results in tangible, material and mutual benefit between parties.

Sponsorship can be provided to businesses, companies, incorporated associations, not for profit organisations, local councils and registered associations. Sponsorship cannot be provided to individuals.

You are encouraged to apply for sponsorship via the process outlined below. Applications for sponsorship requesting a financial investment of \$10,001 or more (GST exclusive) should be lodged at least twelve months ahead of the initiative commencement date.

If you are successful in receiving sponsorship funding, you will be required to enter into a sponsorship agreement with the Queensland Government and fulfil any milestones and deliverables outlined.

Sponsorship support

Events and initiatives must not be reliant on Queensland Government sponsorship. Sponsorship from the Queensland Government is provided on a one-off basis and should not be relied on for the continuity of your event.

Sponsorship requests will be assessed in accordance with the Queensland Government [sponsorship policy](#). Milestones will be outlined in the sponsorship agreement and must be met before any financial payments can be made. Should these milestones not be met by the specified date or level, the Queensland Government reserves the right to revoke or amend the offer of sponsorship funding.

The level of assistance is limited by the government's budget and its priorities. No applicant can be guaranteed funding, nor can any applicant be guaranteed to receive the full amount requested.

The outcome detailed in the formal response letter to sponsorship applications is final and will not be further reviewed by the Queensland Government.

Other funding opportunities provided by the Queensland Government are detailed [here](#).

Assessment criteria

Applications will be evaluated and rated against the following criteria:

- alignment with current government objectives
- economic, social, environmental, cultural and resource viability of the initiative
- benefits and leveraging opportunities for government
- organisational capability to successfully deliver the initiative.

Priority will be given to those applications which do not fit within a suitable funding program.

Assessment process

Applications will be assessed for their strategic merit and alignment to the assessment criteria and objectives of the government. Consideration will also be given to local needs, emerging issues, and alternate sources of funding.

When submitting your application, you must disclose all matters that may affect the Queensland Government's decision to assess the application.

Application process

Applications will only be accepted online via this application form. The application form can be saved to be completed later. We recommend allowing appropriate time to compile comprehensive answers with supporting documentation.

The online application form must be completed by a person authorised to apply on behalf of the organisation. The person submitting this form will be asked to declare this and agree to the program terms and conditions on behalf of the organisation.

Applications will be acknowledged via email receipt. Once submitted, your application will be forwarded to the most appropriate department or agency for assessment and direct reply.

You may be asked to provide additional information to support your application during the assessment process.

It can take four months to receive a response to your application and this time frame should be factored into the planning ahead of your initiative.

To be eligible you must address questions about:

- your organisation and its capability to successfully deliver the initiative
- the initiative details (including consideration to gender and cultural diversity; Queensland suppliers, talent and produce; and environmentally sustainable practices)
- contingency plans for any unforeseen changes
- the initiative's alignment with current [government objectives](#)
- other confirmed sponsors
- your budget and any financial considerations
- entitlements and leveraging opportunities for government
- marketing and communications strategies or plans

Frequently asked questions

What would be required of my organisation if we receive sponsorship funding?

You will be required to:

- enter into a sponsorship agreement with the Queensland Government (the State)
- work with the State to ensure appropriate leveraging opportunities are provided
- obtain all appropriate documentation (e.g. permits, approvals, relevant insurances) and provide copies to the State on request and in accordance with the sponsorship agreement
- acknowledge the State's contribution, by, but not limited to incorporating and displaying any logos, signage and merchandise provided by the State
- provide opportunities or similar for the Premier, minister or delegate in connection with your initiative (e.g., public address, role at an opening ceremony, program foreword)
- provide all advertising material to the State for approval prior to production
- work with the State on any matter related to the advertising and promotion of your initiative

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- if applicable, ensure the State is granted an appropriate licence to use, reproduce and communicate to the public any works produced during, or as a result of, your initiative
- provide the State with images of your initiative accompanied by signed photo consent forms and a perpetual, royalty-free, non-exclusive licence to the images
- deliver on milestones as detailed in the sponsorship agreement, including submission of status reports
- deliver the initiative as per the sponsorship agreement
- provide a final report.

My initiative is within the next four months, should I apply?

It is recommended that applicants apply at least 12 months prior for initiatives with a sponsorship request of \$10,000 or more. If your initiative is within the next four months, we recommend you contact Events and Engagement, Department of the Premier and Cabinet on +61 7 3003 9200 to discuss prior to submission.

When will sponsorship funding be available?

If your application is successful, funding will be provided and paid in milestones, as outlined in the sponsorship agreement.

Should I approach other Queensland Government departments for funding?

This will not be necessary. As part of the assessment process, all relevant departments will be consulted.

My initiative is not in Queensland, can I apply?

The initiative must have tangible benefits to the people of Queensland. Therefore, should the initiative be held outside Queensland, tangible benefits will need to be realised for the people of Queensland.

Feedback

If your application is unsuccessful you may ask for feedback. Contact Events and Engagement, Department of the Premier and Cabinet (DPC), via email at sponsorship@premiers.qld.gov.au.

Complaints about the outcome of an application can be made in accordance with DPC's [complaints management policy](#).

Privacy statement

The State of Queensland (the State) is collecting personal information to assess and respond to your organisation's application for sponsorship (the application). Personal information contained in the application may be disclosed to authorised officers from other Queensland Government departments and agencies to assess the application. By submitting the application, you consent to the State disclosing your personal information 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.

You should be aware that material provided in the application may be subject to disclosure under the *Right to Information Act 2009* subject to the exemptions under that Act.

Further information on the Queensland Government's use and disclosure of personal information can be found at <https://www.qld.gov.au/legal/privacy>.

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Further information

For further information, please contact Events and Engagement, DPC, on telephone 07 3003 9200 or via email at sponsorship@premiers.qld.gov.au.

Applicant contact details

* indicates a required field

Organisation name *

Organisation Name

Organisation postal address *

Address

Suburb State Postcode

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

- ☐ Yes
☐ No

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.

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Organisation contact name *

Title	First Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

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.

Alternate contact name

Title	First Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

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

Position within organisation

Contact telephone number (business hours)

Must be an Australian phone number.

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

Alternate contact telephone number

Must be an Australian phone number.

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

Contact email address

Must be an email address.

Organisation website (if applicable)

Must be a URL.

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Is this a joint application with another organisation? *

- ☐ Yes
☐ No

Joint applicant contact details

Joint applicant organisation name *

Does the joint applicant organisation have an ABN? *

- ☐ Yes
☐ No

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: contact name within organisation *

Title	First Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

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

Joint applicant: contact's position within organisation *

Joint applicant: telephone number (business hours) *

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

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Joint applicant email address *

Must be an email address.

Initiative details

* indicates a required field

Initiative name *

Initiative website (if applicable)

Must be a URL.

Primary initiative type *

- | | | |
|--|---|--|
| <input type="checkbox"/> Awards ceremony | <input type="checkbox"/> Exhibition (e.g. art, history) | <input type="checkbox"/> Program |
| <input type="checkbox"/> Awareness campaign | <input type="checkbox"/> Expo | <input type="checkbox"/> Sporting event |
| <input type="checkbox"/> Commemorative event | <input type="checkbox"/> Festival | <input type="checkbox"/> Trade show |
| <input type="checkbox"/> Community event | <input type="checkbox"/> Parade | <input type="checkbox"/> Workshop |
| <input type="checkbox"/> Conference | <input type="checkbox"/> Performance (e.g. theatre) | <input type="checkbox"/> Other: <input type="text"/> |
| <input type="checkbox"/> Cultural event | | |

May only select one choice. Your initiative type may display multiple elements but please select the primary focus.

Initiative/ event start date *

This is the event start date. Note: if your initiative start date is in the past or is in the next four months, it is recommended you contact the Department of the Premier and Cabinet prior to submitting an application.

Initiative/ event completion date *

This is the event end date.

Primary region where the initiative will take place *

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Statewide | <input type="checkbox"/> Darling Downs and South West | <input type="checkbox"/> North | <input type="checkbox"/> International |
| <input type="checkbox"/> Brisbane and Bayside | <input type="checkbox"/> Far North | <input type="checkbox"/> Sunshine Coast and Hinterland | <input type="checkbox"/> Interstate |
| <input type="checkbox"/> Central | <input type="checkbox"/> Gold Coast and Hinterland | <input type="checkbox"/> Western Queensland | <input type="checkbox"/> Other: <input type="text"/> |
| <input type="checkbox"/> Central West | <input type="checkbox"/> Mackay, Isaac and Whitsundays | <input type="checkbox"/> Wide Bay-Burnett | |

May only select one choice.

State Electorate where the initiative will be held *

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Find your State Electorate at <https://www.ecq.qld.gov.au/electoral-boundaries/where-is-my-electorate>

Local Government Area in which the initiative will be held *

Find your LGA at <https://www.ecq.qld.gov.au/electoral-boundaries/where-is-my-electorate>

Initiative location (street address where the initiative will take place) *

Address

Suburb/Town State/Province Postcode Country

Does the initiative have more than one location? *

- ☐ Yes
☐ No

Other initiative locations *

If your project will take place in more than one location, please provide venue and suburb if known.

Please provide a description of the initiative *

Word count:

Provide a short description (100 words recommended) providing an overview of your initiative.

Has this initiative occurred before? *

- ☐ Yes
☐ No

If yes, when and how many times? *

If this initiative has not occurred before, what is the primary need and what benefit will the initiative provide to attendees? *

How has the need been identified?

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Has your organisation successfully run an initiative before? *

- ☐ Yes
- ☐ No

If yes, why was it a success? *

Word count:

Must be no more than 150 words.

Please include specific outcomes achieved.

If no, please outline your organisation's capability to deliver the initiative. *

Word count:

Must be no more than 150 words.

What are the goals/objectives of this initiative? *

Word count:

Please provide dot points, must be no more than 300 words.

How will you aim to meet these objectives? *

Word count:

Please provide dot points, must be no more than 300 words.

What are the key timelines relevant to your initiative? *

Word count:

For example: program development, launch, advertising, initiative date etc. Must be no more than 300 words.

Who is your target audience for this initiative? (e.g. demographic, industry and/or sectors) *

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Word count:

Must be no more than 150 words.

What is the total estimate number of attendees or reach of the initiative? *

Must be numeric. Please ensure total number of attendees and the split of geographic location of attendees match.

Local attendees *

Must be numeric.

Intrastate / statewide attendees *

Must be numeric.

Interstate attendees *

Must be numeric. If there will be no interstate attendees, please mark as 0.

International attendees *

Must be numeric. If there will be no international attendees, please mark as 0.

Does your initiative give consideration to:

1. Gender and cultural diversity? *

Must be no more than 100 words.
Please provide dot points.

2. Preference to Queensland suppliers? *

Must be no more than 100 words.
Please provide dot points.

3. Source and profile Queensland talent and produce? *

Must be no more than 100 words.
Please provide dot points.

4. Implementation of environmentally sustainable practices? *

Must be no more than 100 words.
Please provide dot points.

Explain how the initiative could be adapted to unforeseen changes in gathering or movement restrictions resulting from Public Health Directions or weather events. For example, could the delivery model be adapted, or are there elements that may not be delivered? *

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* indicates a required field

Have you approached or been in contact with another Queensland Government department or agency? *

- ☐ Yes
☐ No

If yes, which department or agency? *

Department contact name (if known)

Title First Name Last Name

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Department contact email (if known)

--

Must be an email address.

If no, we will contact other departments and agencies as part of this assessment process.

Has your organisation already received confirmation of sponsorship or other funding for this initiative from the Queensland Government through other programs? *

- ☐ Yes
☐ No

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If yes, please detail. *

Word count:

Please specify department/agency and funding amount. Must be no more than 150 words.

Has your organisation received sponsorship or other funding for previous iterations of this initiative from the Queensland Government? *

- ☐ Yes
☐ No

If yes, please detail what year and which Queensland Government department or agency provided the sponsorship or other funding. *

Alignment with Queensland Government

*** indicates a required field**

Please select any categories that closely align with your initiative *

- | | | |
|--|--|--|
| <input type="checkbox"/> Aboriginal and Torres Strait Islander peoples | <input type="checkbox"/> Energy | <input type="checkbox"/> Multicultural affairs |
| <input type="checkbox"/> Aerospace | <input type="checkbox"/> Entrepreneurship | <input type="checkbox"/> Natural resources, land and water |
| <input type="checkbox"/> Agriculture and fisheries | <input type="checkbox"/> Environment and heritage | <input type="checkbox"/> Racing |
| <input type="checkbox"/> Arts and culture | <input type="checkbox"/> Families | <input type="checkbox"/> Regional and rural Queensland |
| <input type="checkbox"/> Biofutures | <input type="checkbox"/> Forestry | <input type="checkbox"/> Science and technology |
| <input type="checkbox"/> Biomedical and life sciences | <input type="checkbox"/> Health and wellbeing | <input type="checkbox"/> Seniors |
| <input type="checkbox"/> Children and youth | <input type="checkbox"/> Housing and homelessness | <input type="checkbox"/> Small business |
| <input type="checkbox"/> Defence | <input type="checkbox"/> Information services | <input type="checkbox"/> Sport and recreation |
| <input type="checkbox"/> Disability services | <input type="checkbox"/> Infrastructure | <input type="checkbox"/> Supporting Queensland communities |
| <input type="checkbox"/> Domestic and family violence prevention | <input type="checkbox"/> Innovation | <input type="checkbox"/> Trade and investment |
| <input type="checkbox"/> Driving Queensland's economy | <input type="checkbox"/> Law and justice | <input type="checkbox"/> Transport |
| <input type="checkbox"/> Education and training | <input type="checkbox"/> Local government | <input type="checkbox"/> Tourism |
| <input type="checkbox"/> Emergency services | <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Women |
| <input type="checkbox"/> Employment and industrial relations | <input type="checkbox"/> Mining equipment, technology and services | <input type="checkbox"/> Other: <div></div> |

May choose more than one option.

How does your initiative align with Queensland Government priorities. *

Must be no more than 300 words.
Please clearly articulate which [government priorities](#) your initiative aligns with.

Other partners/sponsors/media partners

Please provide details on any event partners, sponsors or media partners you have confirmed, approached or looking to approach for this initiative 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.	Selected 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 initiative.

Additional Information

Financial considerations

* indicates a required field

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Are you negotiable on this funding request? *

- ☐ Yes
☐ No

Please note: the level of assistance is limited by the government's budget and its priorities. No applicant can be guaranteed funding nor can any applicant be guaranteed to receive the full amount requested.

Are you seeking any in-kind support from the Queensland Government (services, facilities)? *

- ☐ Yes
☐ No

Please note in Queensland, events are operated on a user pays system, where the event organiser is responsible for costs associated with police support.

If yes, what in-kind support could the Queensland Government offer?

Word count:

Must be no more than 150 words.

Budget

Please provide an itemised budget for your initiative 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 your initiative, please list \$0.

Please complete the budget using GST exclusive figures in Australian Dollars.

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	\$
	\$	Food and Beverage	\$
	\$	Infrastructure	\$
	\$	AV / Theming	\$
	\$	Administration	\$
	\$		\$

Budget totals

The below values are prepopulated from the table above.

Total Income Amount

Total Expenditure Amount

Income - Expenditure

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\$

This number/amount is auto-calculated.

\$

This number/amount is auto-calculated.

\$

This number/amount is auto-calculated.

Total initiative cost (GST exclusive) *

\$

Must be a dollar amount.

What is the total budgeted cost (AUD) of your project?

What is the minimum funding amount you are seeking from the Queensland Government (GST exclusive)? *

\$

Must be a dollar (AUD) amount.

What is the maximum funding amount you are seeking from the Queensland Government (GST exclusive)? *

\$

Must be a dollar (AUD) amount.

What program elements would not be delivered if you receive less than or the minimum funding requested? *

Application outcome

By which date do you require advice of a sponsorship assessment outcome? *

Must be a date.

This date should be at least four months from submission date.

What is the reason/s that you require advice by this date? *

For example, marketing campaign or program launch, media or announcement opportunities.

Benefits for the partnership

* indicates a required field

How could being involved with the Queensland Government assist you? *

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Word count:
Must be no more than 300 words.

What benefits can you offer the Queensland Government for the investment requested? *

Word count:
Must be no more than 300 words.

Describe the long term benefits / opportunities that may be generated from your initiative. *

Word count:
Must be no more than 300 words.

Describe how you will evaluate the success of the initiative, including economic, social, environmental and cultural expected outcomes. What methods will be used? *

Word count:
Must be no more than 300 words.

Attachments

* indicates a required field

Please attach the following to support your application.

- **business plan or sponsorship proposal** - 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 initiative and what costs are associated with the delivery model
- **marketing and communications plan** - detailing how your organisation will promote the initiative in the lead up to maximise engagement and attendance
- **any other relevant information to support your application**

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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:

Declaration

** indicates a required field*

Agreement

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 if the Queensland Government approves a sponsorship, I will be bound by the contents of my application to carry out my initiative 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 *

Submitting the application

- You will not be able to submit your application until all the compulsory questions (marked *) are completed.
- Pressing the **submit** button lodges your application. Please ensure you **review** your application before submitting. Changes cannot be made to your application following lodgement.
- When the application has been successfully submitted a **return email receipt will be sent**.
- An application is not considered to have been received by the department until the submitter has received an **email receipt**.
- If you do not receive an **email receipt** and you have submitted your application, please contact the department on the contact details above within three business days.
- The email receipt does not provide any assurance of funding.

Privacy statement

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