

Major sponsorship application form

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

If you are seeking either cash or in-kind sponsorship of \$10 000 or less 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 government strategic objectives of:

- creating jobs in a strong economy
- giving all our children a great start
- keeping Queenslanders healthy
- keeping communities safe
- protecting the Great Barrier Reef
- being a responsive government.

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 groups, local councils and registered associations. Sponsorship cannot be provided to individuals.

You are encouraged to apply for sponsorship via the process outlined below. Sponsorship applications can be made at any time, however depending on the value of the sponsorship requested, a minimum of eight months prior to the event is preferred.

For sponsorship applications requesting a financial investment of \$100 000 or more, an application lodged at least ten months ahead of the initiative commencement date is preferred.

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.

Funding 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 continuity of your event.

Sponsorship funding will be distributed in accordance with the Queensland Government [sponsorship policy](#). Achievement of milestones as agreed in the sponsorship agreement, will need to be met before payment 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 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 decision on sponsorship funding applications is final.

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

Selection criteria Applications will be evaluated and rated against the following criteria:

Queensland Government sponsorship application - Major - Round 4

Form Preview

- economic benefits provided by the event/initiative
- alignment with current government objectives
- leveraging opportunities for government
- organisational capability to successfully deliver the event /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 selection criteria and objectives of 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. To be eligible you must submit the following:

- 1.A valid ABN (if applicable).
- 2.Complete responses to all application questions. The application form can be saved to complete at a later time. We recommend allowing plenty of time to compile comprehensive answers with supporting documentation.
- 3.Initiative details.
- 4.Comprehensive budget information.
- 5.Marketing and communications strategy.
- 6.Key timelines.
- 7.Additional support material if applicable.
- 8.The online application form must be completed by a person authorised to submit an application 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/agency for assessment and direct reply.

You might be asked to provide additional information to support your application such as a detailed budget and marketing and communications plan.

It may take up to four months to receive a response to your application.

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 (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
- providing 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
- if applicable, ensure the State is granted an appropriate licence to use, reproduce and communicate to the public any works produced in the course of, 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.

When will sponsorship funding be available? Funding will be provided to successful initiatives, payable in milestones, as agreed 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 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>.

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

Queensland Government sponsorship application - Major - Round 4

Form Preview

* indicates a required field

Organisation name *

Organisation Name

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.

Organisation contact name *

Title First Name Last Name

<input type="text"/>	<input type="text"/>	<input type="text"/>
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Post-nominals may be included within the Last Name field.

Position within organisation *

Organisation postal address *

Address

<input type="text"/>
<input type="text"/>

Suburb State Postcode

Queensland Government sponsorship application - Major - Round 4

Form Preview

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

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

Alternate contact email address *

Must be an email address.

Organisation or initiative website

Must be a URL.

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.

Queensland Government sponsorship application - Major - Round 4

Form Preview

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 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.

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.

Initiative details

* indicates a required field

Initiative name *

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"/> |

- Cultural event

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

Queensland Government sponsorship application - Major - Round 4

Form Preview

Initiative start date *

This is the launch date or event date, whichever comes first.

Initiative 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 *

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 *

Queensland Government sponsorship application - Major - Round 4

Form Preview

Word count:

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

Has this initiative occurred before? *

- Yes
- No

If yes, how many times? *

If no, what is the primary need for this event? *

How has the need been identified?

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.

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

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.

Queensland Government sponsorship application - Major - Round 4

Form Preview

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.

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.

Explain how the initiative will be COVID Safe. For example, will the initiative follow an applicable COVID Safe Industry Plan or a different process under the Industry Framework for COVID Safe Events? *

Refer to <https://www.covid19.qld.gov.au/government-actions/covid-safe-events> for advice on the responsibilities of an event organiser to deliver a COVID Safe Event.

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

Refer to <https://www.health.qld.gov.au/system-governance/legislation/cho-public-health-directions-under-expanded-public-health-act-powers> for information on Public Health Directions.

Past performance

* indicates a required field

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

- Yes
- No

If yes, please detail. *

Word count:

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

Has your organisation previously received sponsorship/funding for this initiative from the Queensland Government? *

- Yes
- No

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

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.

Alignment with Queensland Government

*** indicates a required field**

Have you approached another Queensland Government department or agency? *

- Yes
- No

If yes, which department? *

Queensland Government sponsorship application - Major - Round 4

Form Preview

Department contact name (if known)

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

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.

Please select any of these category fields that closely align with your initiative *

- | | |
|------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| <input type="checkbox"/> Aboriginal and Torres Strait Islander affairs | <input type="checkbox"/> Innovation |
| <input type="checkbox"/> Advanced manufacturing | <input type="checkbox"/> Local government |
| <input type="checkbox"/> Aerospace | <input type="checkbox"/> Mining equipment, technology and services |
| <input type="checkbox"/> Agriculture and fisheries | <input type="checkbox"/> Protecting the environment and Queensland's heritage |
| <input type="checkbox"/> Arts and culture | <input type="checkbox"/> Protecting Queensland's natural resources |
| <input type="checkbox"/> Biofutures | <input type="checkbox"/> Queensland's traffic and transport industries |
| <input type="checkbox"/> Biomedical and life sciences | <input type="checkbox"/> Regional and rural Queensland |
| <input type="checkbox"/> Children and youth | <input type="checkbox"/> Science and technology |
| <input type="checkbox"/> Defence | <input type="checkbox"/> Small business |
| <input type="checkbox"/> Driving Queensland's economy | <input type="checkbox"/> Sport and recreation |
| <input type="checkbox"/> Education | <input type="checkbox"/> Supporting Queensland communities |
| <input type="checkbox"/> Emergency services | <input type="checkbox"/> Tourism |
| <input type="checkbox"/> Forestry | <input type="checkbox"/> Water supply |
| <input type="checkbox"/> Health | <input type="checkbox"/> Women |
| <input type="checkbox"/> Information services | <input type="checkbox"/> Other: <input type="text"/> |
| <input type="checkbox"/> Infrastructure | |

May choose more than one option.

How does your initiative align with Queensland Government priorities. *

Please clearly articulate which government priorities your initiative aligns with <https://www.ourfuture.qld.gov.au/gov-objectives.aspx>

Other partners/sponsors/media partners

List any other partners/sponsors/media partners you have secured for this initiative

Word count:
Must be no more than 150 words.

List any partners/sponsors/media partners you have approached for this initiative

Word count:
Must be no more than 150 words.

List any partners/sponsors/media partners you will look to approach for this initiative

Word count:
Must be no more than 150 words.

Financial considerations

* indicates a required field

Are you negotiable on this funding request? *

- Yes
- No

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 including details of key expenditure categories (e.g. marketing, venue hire, talent fees, staffing) and other income/revenue that

Queensland Government sponsorship application - Major - Round 4 Form Preview

has been forecasted and/or confirmed. The budget must balance (i.e. total income equals total expenditure).

Note: Please complete the budget using GST exclusive figures.

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

Income	\$ (GST exclusive)	Expenditure	\$ (GST exclusive)
	\$		\$
e.g. Ticket sales	Use whole numbers.	e.g. Marketing	Use whole numbers.

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.

Total initiative cost (GST exclusive) *

\$

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

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

\$

Must be a dollar amount.

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

\$

Must be a dollar amount.

What program elements would not be delivered if you receive minimum funding?

*

Application outcome

What is the date that you require advice regarding an outcome as to whether or not you will receive sponsorship from the Queensland Government? *

Must be a date.

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

For example, reasons could include financial viability and/or a marketing campaign or program launch.

Benefits for the partnership

* indicates a required field

How could being involved with Queensland Government assist you? *

Word count:

Must be no more than 300 words.

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

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 expected outcomes. What methods will be used? *

Word count:

Must be no more than 300 words

Attachments

Please attach the following to support your application (if applicable)

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

- **sponsorship proposal**
- **detailed budget**
- **business plan**
- **any other relevant information to support your application.**

Sponsorship proposal

Attach a file:

Supporting information

Attach a file:

Supporting information

Attach a file:

Supporting information

Attach a file:

Declaration

* indicates a required field

Agreement

I warrant that: *

- I hereby certify that I am authorised to speak on behalf of my organisation.
- I do solemnly and sincerely declare that the information provided is true and correct to the best of my knowledge.
- I understand that if 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 Queensland Government for the purpose of assessing, administering and monitoring my current and any future applications.
- I understand that if 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 Queensland Government.

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 of 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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