

POLICY – Forests NSW

Ref:



NSW DEPARTMENT OF
PRIMARY INDUSTRIES

Title	Sponsorship Guidelines	Version	2
Policy no.	P2009/02	Effective date	15/7/10

1. OVERVIEW

Forests NSW Sponsorship Guidelines for Sponsorship of External Events and Organisations sets out a framework for administering sponsorship by Forests NSW of external events and organisations.

2. BACKGROUND

Forests NSW Communications Strategy identified the need for Sponsorship Guidelines to help the organisation focus its sponsorship in a strategic manner. This was identified as a high priority in the strategy.

The Forests NSW Sponsorship Guidelines aim to:

- Provide criteria in addition to the DPI Policy, to focus Forests NSW sponsorship to best meet our communications objectives; and
- Define the role of Business Units and Community Programs in administering sponsorship.

Forests NSW sponsorship is subject to the *DPI Policy A003 – Sponsorship of external events and organisations* and the *DPI Sponsorship Evaluation Criteria* and *DPI Sponsorship Agreement* and any subsequent updates of these documents. These documents are available on the DPI Intranet. The guidelines sit beneath the *DPI Policy A003 – Sponsorship of external events and organisations*.

These guidelines have been developed to ensure that sponsorship proposals are reviewed in relation to Forests NSW External Communications Strategy, in particular Forests NSW communication objectives and identified key target audiences and to provide a framework for administering and reporting on sponsorship arrangements.

3. SCOPE

Applies to all sponsorship of external events and organisations undertaken by Forests NSW.

4. POLICY

All Forests NSW Sponsorship must:

- comply with *DPI Policy A003 – Sponsorship of external events and organisations*;
- be reviewed in writing using the Forests NSW Sponsorship Criteria (ie replaces the DPI Sponsorship Criteria);
- have a signed sponsorship agreement, outlining the costs and key benefits to Forests NSW; and
- provide copies of sponsorship documentation to Public Programs and Community Interaction Group for Industry & Investment NSW reporting purposes.

4.1 Forests NSW Sponsorship Criteria

4.1.1 Meeting Forests NSW Communication Objectives:

Sponsorship proposals must demonstrate how they contribute to at least one of Forests NSW Communication objectives below:

- a) To increase community understanding and awareness of the many values of forests and the relevance of forestry in people's lives.
- b) To work with industry to raise awareness about the role and value of NSW timbers and other forest-based products and services.
- c) To promote Forests NSW as a leader in profitable and sustainable forest management and at the forefront of innovations relating to forest management services.

4.1.2 Benefits to Forests NSW:

- a) Improved image with community and stakeholders.
- b) Increased name recognition with community and key stakeholders.
- c) Access to key stakeholders in the right geographic area.
- d) Access to major decision makers.
- e) Positive media coverage for the department or of a key message.
- f) Establishing/strengthening relationships with partners or stakeholders.

4.1.3 Cost:

The supporting Division Unit must have adequate funds to fulfil the sponsorship agreement without jeopardising other programs and demonstrate clear value for money.

4.1.4 Appropriateness:

There must be no real or apparent conflict between the objectives and the mission of the sponsored agency and the Department.

4.2 Administration of Sponsorship

Sponsorship which meets the above criteria and is inline with the broader *DPI Policy A003 – Sponsorship of external events and organisations* can be approved and administered by a Business Unit for locally based events and organisations;

- up to a limit of \$2,500; and
- provided funding is coming from their existing approved budget.

A sponsorship assessment template is included as [Attachment A](#) to help Business Units assess sponsorship proposals and report on sponsorship activities.

For all sponsorships, the following information must be supplied by the Business Unit to the Public Programs and Community Interactions group to enable organisation wide reporting of sponsorship:

- a copy of the sponsorship invitation/proposal;
- a completed copy of the sponsorship assessment template; and
- a copy of the sponsorship agreement for the event/organisation outlining the key benefits to Forests NSW.

Sponsorship of events/organisations above \$2,500 requires approval by the CEO. Business Units are to provide sponsorship proposals with all the necessary details (ie sponsorship invitation, evaluation criteria and draft sponsorship agreement) to the Public Programs and Community Interactions group to co-ordinate the approval process.

Public Programs and Community Interactions will include details of all Forests NSW sponsorship in the Forests NSW Communications Calendar prepared quarterly and available on the Forests NSW Intranet. Community Programs will also provide details of Forests NSW sponsorship to I&I NSW as required.

5. RELATED LEGISLATION

N/A

6. RELATED POLICIES

- DPI Policy A003 – Sponsorship of external events and organisations
- DPI Sponsorship Evaluation Criteria and DPI Sponsorship Agreement

7. RELATED DELEGATIONS

- Sponsorship with a value of less than \$2500 be delegated to Business Unit Managers and reported to Community Programs.
- Sponsorship over \$2500 requires CEO approval and is coordinated by Public Programs and Community Interactions.

8. RELATED DOCUMENTS

- [Sponsorship Assessment Template \(attached\)](#)
- Forests NSW External Communications Strategy
- Forests NSW Communications Calendar

9. REVISION HISTORY

Version	Date
1	1/5/09
2	17/7/10

10. DATE OF NEXT REVIEW

17/7/13

11. CONTACT OFFICER

Manager, Public Programs and Community Interaction


Executive Officer
Chief Executive Officer

Sponsorship Assessment

This template should be completed and for all sponsorships and forwarded to Manager, Public Programs and Community Interaction for reporting purposes. Sponsorship can only be approved in line with the Forests NSW Sponsorship Guidelines.

Name of event / activity to be sponsored:

Background:

Sponsorship Evaluation Criteria

Forests NSW sponsorship of the event has taken into consideration the DPI "Sponsorship of external events and organisations" Policy No: A-003 and assessed against the DPI Sponsorship Evaluation Criteria and Proforma Agreement and the Forests NSW Sponsorship Guidelines.

1. Meeting Forests NSW Communication Objectives (Briefly outline how the sponsorship aligns with one or more of Forests NSW Communication objectives)

Sponsorship of this event ties into the communication objective of:

- a) To increase community understanding and awareness of the many values of forests and the relevance of forestry in people's lives.
- b) To work with industry to raise awareness about the role and value of NSW timbers and other forest-based products and services.
- c) To promote Forests NSW as a leader in profitable and sustainable forest management and at the forefront of innovations relating to forest management services.

2. Benefits to DPI: (Briefly outline the expected benefits of sponsorship against the criteria below)

- a) Improved image with community and stakeholders
- b) Increased name recognition with community and key stakeholders
- c) Access to key stakeholders in the right geographic area
- d) Access to major decision makers
- e) Positive media coverage for the department or of a key message
- f) Establishing/strengthening relationships with partners or stakeholders

2. Cost: (Outline the costs involved with the sponsorship and whether they can be accommodated in existing budgets)

3. Appropriateness: (Summary of the reasons for supporting sponsorship)

4. Approval

Initiating Officer:

Business Unit Manager:

Approved / Not Approved

Date