

## F.02 SPONSORSHIP POLICY

<b>This policy &amp; procedure applies to</b>	Members of the Kangaroo Island Natural Resources Management Board.
<b>Policy</b>	<p>It is the policy of the Kangaroo Island Natural Resources Management Board to ensure that:</p> <ul style="list-style-type: none"> <li>• Sponsorship proposals are supported on the basis that they have a direct relationship to the objectives of the Board and that they enhance an endorsed Board message.</li> <li>• Sponsorship is generally given to not for profit organisations with all other organisation applications to be determined through a merit based selection process.</li> <li>• The sponsorship budget is determined by the Board at the beginning of each financial year.</li> <li>• Sponsorship requirements are met as set out in application letter.</li> <li>• Public written acknowledgement is given to the sponsorship by the Board</li> </ul>
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Regional Director ensures that applications are approved in accordance with this procedure and within the approved budget.</li> <li>• The Board members and/or staff take an active role in attending or being involved in sponsored or potentially sponsored events.</li> </ul>
<b>Definitions</b>	<ul style="list-style-type: none"> <li>• Sponsorship Criteria Information – a document provided to help an applicant include adequate information for assessment in their application. The criteria are attached to the Sponsorship Application Form.</li> </ul>
<b>• Instruction</b>	
<b>Board/Regional Director</b>	<ul style="list-style-type: none"> <li>• For proposed sponsorship, a written agreement setting out the terms and conditions under which the sponsorship is to be made shall be entered into by the Board.</li> <li>• The Regional Director is responsible for administering and ensuring that the agreement is adequate and where necessary, legally enforceable.</li> <li>• The Regional Director shall ensure that the conditions set out in the agreement and any additional requirements are met. Any subsequent variation to the agreement must be endorsed in writing by the Regional Director.</li> <li>• The Regional Director shall ensure that the sponsored organisation has appropriate controls and reporting requirements in place to use the grant effectively and efficiently, and only for the purpose for which it was made.</li> </ul>
<b>Delegation</b>	
<b>Sponsorship</b>	<b>Up to \$500</b> approved by the Regional Director providing it is in accordance with the Board's objectives in the Regional Natural Resources Management Plan and within the Board's sponsorship budget

	<p><b>Greater than \$500 and up to \$1,500</b> to be approved by the Board Finance and Audit Committee and the Board advised providing it is in accordance with the Board's objectives in the Regional Natural Resources Management Plan and within the Board's sponsorship budget</p> <p><b>Greater than \$1,500</b> to be approved by the full Board</p> <p>Any sponsorship which is not consistent with the Board's Regional Natural Resources Management Plan objectives must be referred to the Board for decision.</p>
<b>Sponsorship Acknowledgement requirements</b>	
<b>Recipient</b>	<p>The recipient must in all its publications, promotional materials, communications, advertising and other forms of publicity (including media releases, reports, newsletters, interviews and electronic media) which refer to the event or project acknowledge the financial support it has received from the Kangaroo Island Natural Resources Management Board.</p> <p>Sponsorship funding should be paid wherever practicable fifty per cent up front with the balance immediately following the event providing all conditions of funding have been appropriately met.</p>
<b>Procedure</b>	
<b>Applicant</b>	<ul style="list-style-type: none"> <li>Submits their application to the Board on the Boards Sponsorship" application form stating how the application aligns with the regional NRM plan</li> </ul>
<b>Regional Director</b>	<ul style="list-style-type: none"> <li>Assesses the application for sponsorship in line with criteria and makes recommendation for funding within funding delegations as required.</li> </ul>
<b>Authorised Delegate</b>	<ul style="list-style-type: none"> <li>Considers application and recommendation and, if agreed, approves the sponsorship.</li> </ul>
<b>Business Manager</b>	<ul style="list-style-type: none"> <li>Prepares the agreement if the application is approved.</li> </ul>
<b>Business Manager</b>	<ul style="list-style-type: none"> <li>Advises the applicant of the decision.</li> <li>Arranges payment of funding and follow up on completion; and ensures conditions are being met and evaluation has been undertaken.</li> <li>Advises Regional Director/Board on progress and evaluation of the event.</li> </ul>
<b>Recipient</b>	<p>Acknowledges the financial support it has received from the Kangaroo Island Natural Resources Management Board in all its publications, promotional materials, communications, advertising and other forms of publicity (including media releases, reports, newsletters, interviews and electronic media) which refer to the event or project.</p>
<b>General</b>	
<b>Implementation</b>	Responsibility of Regional Director
<b>Periodic Review</b>	Responsibility of the Board or delegated committee
<b>Date reviewed</b>	December 2009, May 2015, November 2016, March 2017
<b>Signature</b>	



# SPONSORSHIP APPLICATION FORM

PLEASE COMPLETE THIS APPLICATION FORM  
IN CONJUNCTION WITH THE BOARD'S CRITERIA FOR SPONSORSHIP)

1 **PROJECT /EVENT TITLE**  
(in 8 words or less)

2 **NAME OF APPLICANT**  
i) **Community Group / Organisation**

If your group is incorporated, please provide the incorporation number.  
Otherwise, write 'not incorporated'.  
Australian Business Number. (Goods and Services Tax)  
\* see footnote under Question 13 Funding Details

3 **TYPE OF EVENT (eg , Advertising, Field Day, seminar etc)**

4 **CONTACTS**

	EVENT CONTACT 1	EVENT CONTACT 2
<b>Name:</b>		
<b>Address:</b>		
<b>Organisation:</b>		
<b>Phone:</b>		
<b>Email:</b>		

5. **EVENT/PROJECT LOCATION**

6 **PROJECT/EVENT DATE/S**

Commencement Date:  Finish Date:

**7 PROJECT/EVENT DETAILS**

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**8 ALIGN WITH NRM PLAN (see website for objectives and activities**

GOAL NUMBER	GOAL OUTCOME	YES	NO
	Distinctiveness		
2	Healthy and Resilient Eco Systems		
3	Thriving Community		
4	Vibrant Economy		
5	Governance and Local Knowledge		

**9 OTHER PARTICIPATING GROUPS**

List the groups, schools, organisations, councils etc involved with the project

Name of Group		

**10 COMMUNITY PARTICIPATION**

Describe the nature and extent of community involvement in this event.

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**11 SPONSORSHIP FUNDING DETAILS**

Amount of funding applied for: \$ .....

**12 OUTLINE THE BENEFITS TO THE BOARD OF PROVIDING THIS SPONSORSHIP.**(Refer to criteria listed below)

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**13 Declaration and Consent**

I certify that the application form has been checked and that the group is supportive of the project/event.

I consent to the release of information in this application form for publicity and public information purposes.

**Signature**

**Name**

**Position /  
Organisation**

**Date**


### Sponsorship Criteria

- **The KI NRM Board's community sponsorship program is open to all individuals, businesses and community groups within the KI Region who can demonstrate they meet one of the two Mandatory criteria and six of the extra criteria**
- **All sponsorship recipients will be required to enter into a Sponsorship Agreement**

SELECTION CRITERIA	YES	NO
<b>MANDATORY CRITERIA</b>		
Alignment with the regional NRM Plan; and Alignment with the board's objectives in the Boards Current Business Plan		
<b>SIX OF THE FOLLOWING CRITERIA</b>		
Naming rights to the event		
Involvement in presentations		
On site displays including banners		
Provision of networking opportunities		
Potential for broad community impact and /or branding		
Potential to have a positive impact on the local community		
Provision of content for use on Natural Resources KI Website, and other marketing material, including footage and or photographs		
Exposure and links to/From Natural Resources Ki social media network (eg; Facebook or Twitter		
Product information placement (using Board or Natural Resources KI products or services in a meaningful way at events/sponsorship		
Potential to involve Board Members and DEWNR employees, and or the wider community at the event/activity		

**FOR OFFICE USE ONLY**

**SPONSORSHIP CERTIFICATION**

I certify that:

- the sponsorship application meets the objectives within the Kangaroo Island Regional Natural Resources Management Plan
- the application conforms to the criteria established for this form of sponsorship.

The sponsorship application has been assessed and it is recommended that:

- It be approved for funding
  - a) Funding is available from : .....Project
  - b) Include the below special conditions. (Standard conditions will be applied to all)

Special Conditions (if any)	

- It is not approved for funding because .....
- It be referred to:
  - The Applicant for more information (Provide details)
  - The Regional Director for Approval
  - The Finance and Audit Committee for consideration
  - Other .....

**Signature**

**Name**

**Position**

**Date**


**OFFICE USE ONLY**

	Date	Reference	
Approval			
Letter of Acceptance			
File Number		Sponsorship Number	