**SPONSORSHIP BUSINESS CASE**

**Introduction**

(Outline the event / program / initiative detailing the aims and timeline)

E.g.: State Education Week is a celebration of the state schools throughout Queensland. In 2012 State Education Week will be run from Monday 2 July to Friday 6 July and will incorporate events held throughout the state.

The proposed program of events for 2012 State Education Week will aim to:

* XXX
* XXX

The Department of Education’s proposed program incorporates:

**Alignment with Queensland Government and departmental priorities**

These can be found at: <https://qed.qld.gov.au/publications/strategies>

* XXX
* XXX

**Analysis of risks, costs and benefits**

What is the cost? What is the cost to provide sponsorship benefits? What are the staffing costs to run the program? What are the benefits?

**Contribution from other Queensland Government departments and agencies (not required for school arrangements)**

Are any other department’s contributing money? (Contact Strategic Communication and Engagement branch to liaise with the Queensland Government Sponsorship Network.)

**Rationale for seeking sponsorship or providing sponsorship?**

Why are you seeking sponsorship? Why are you providing sponsorship? Is the proposal from an organisation compatible with ethos of public education?

**Strategy for seeking sponsors**

Who and how will you approve sponsors? Will this process be conducted in a transparent manner?

**Have you or who has sponsored the initiative previously?**

Provide list / categories and amounts.

Previous sponsors

|  |  |  |
| --- | --- | --- |
| **Organisation** | **Category** | **Cost** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

New opportunities

|  |  |  |
| --- | --- | --- |
| **Organisation** | **Category** | **Cost** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Proposed benefits to potential sponsor**

Sponsorship entitlements include but are not limited to:

* XXX
* XXX

The level of sponsorship entitlements will be dependent on the level of investment from the sponsor.