



Sponsorship procedure

Version: 4.3 | **Version effective:** 24/03/2023

Audience

Department-wide excluding the Office of Industrial Relations

Purpose

This procedure details the steps required to ensure Department of Education sponsorship activity is undertaken in an open, transparent, fair and responsible manner and is underpinned by the [Queensland Government Sponsorship framework](#) (Qld Govt employees only).

All departmental employees including school-based staff must comply with this procedure when engaging in sponsorship.

Overview

Sponsorship is the right to associate a sponsor's name, product or services with the sponsored organisation's initiative, in return for negotiated and specific benefits such as cash or in-kind support or promotional opportunities.

The department acknowledges that appropriate sponsorship activity can generate significant benefits for all parties. It is important to be mindful that inappropriate sponsorship can damage a school, department or the Queensland Government's brand and public image. All sponsorships must withstand public scrutiny and not damage the reputation of a school, the department and Queensland Government or contravene departmental and whole of Queensland Government policies and procedures.

Before seeking sponsorship, it is important to assess whether your current budget allocation could cover costs. Sponsorship should only be sought when there is a genuine need and should not fund core activities.

Parents and Citizens' Associations can use the sponsorship procedure, guideline and checklist to help guide decision making.

Sponsorship may be provided by the department (outgoing) or received (incoming).

Unacceptable sponsor organisations would:

- produce products that are harmful to the health and safety of students, such as tobacco or alcohol.

- not be able to withstand public scrutiny and would damage the school's or department's reputation, such as those associated with questionable corporate practices, or those associated with discriminatory attitudes
- be involved in the adult industry or gaming industry, however, organisations that receive grants or donations derived from the gambling industry, such as the Gambling Community Benefit Fund, may be acceptable
- be a political party or religious organisation
- restrict the department or school from handling products or services of a competitor of the sponsor organisation
- be contingent on the purchase of a product
- be involved in the manufacturing or selling of weapons including guns, or would be associated with the use of weapons.

Sponsorship (outgoing and incoming) must not:

- conflict with the core business of the department, be inconsistent with any existing policies or key strategies of the department or Queensland Government, or conflict with Queensland Government events and initiatives
- be discriminatory, obscene or degrading, or use sexual overtones to advertise products or services or be otherwise objectionable or offensive
- incite people to commit illegal acts or violate laws
- be part of a procurement process
- promote tobacco products, alcohol, drugs, the adult industry, gaming and gambling, religion or promote the services of high interest short-term loans, commonly known as 'payday lending'
- involve a friend, relative or close business associate without the officer appropriately declaring and resolving or managing the conflict in accordance with the [Conflict of interest policy](#) and [procedure](#)
- involve politicians, political parties, political organisations and political aspirants
- involve sponsoring individuals
- involve an endorsement of organisations, individuals or products or services (e.g. testimonials)
- portray violence, undue aggression, and menacing or horrific elements likely to disturb children and young people or likely to disturb people in general
- include an unsolicited offer of a gift or where benefits will only be accrued upon supply of contact details of students, parents or guardians or involve, as a condition, an individual student's participation in sponsored activities
- be a condition of a successful purchasing process or where a school receives a commission or incentive from the sale of an organisation's goods or services.
- be targeted at students and made available on student lesson pages available on departmental or school intranet sites
- involve a sponsorship fee that will be used to provide sponsorship or a grant to a third party

- involve students providing personal information in order to access services provided by an organisation or compromise privacy including providing personal information about students, parents/guardians, staff or other members of a school community to any organisation not authorised to access this information
- involve an organisation regulated by the department unless ministerial authorisation is sought in advance
- promote food or drinks that do not align with the Smart Choices, Healthy Food and Drink Supply Strategy for Queensland Schools, including those items which are classified as 'red' under the strategy
- involve the manufacture, distribution or have an association with weapons including guns.

Responsibilities

Queensland State School Principals/Executive Principals

- assess whether your current budget allocation could cover costs. Sponsorship should not fund core activities – such as the ongoing provision of education in schools. Rather it should enhance projects and extra-curricular activities that have agreed start and end dates.
- ensure familiarity and compliance with this procedure, Sponsorship Guideline and the [Queensland Government Sponsorship framework](#) (Qld Govt employees only)
- ensure all sponsorship arrangements are appropriate and any final arrangement would withstand critical public scrutiny (refer [Sponsorship guideline](#))
- use the [Sponsorship checklist for schools](#) to assist with decision making for incoming sponsorships
- ensure any conflicts of interest are documented and managed in accordance with the [Conflict of interest policy](#) and [procedure](#)
- consult the Executive Director, Strategic Communication and Engagement branch (SCE) regarding arrangements valued at more than \$10 000 (GST exclusive) and where required by this procedure (see Process for these circumstances)
- authorise and sign individual sponsorship agreements in accordance with the Instrument of Authorisation up to your general expenditure delegation in the [finance delegations](#)
- manage the sponsorship and ensure the obligations outlined in the sponsorship agreement are met
- document all aspects of the sponsorship initiative including assessment, selection and evaluation, authorise appropriately, and file in accordance with the department's information asset and record keeping procedure (refer [Sponsorship guideline](#)).

Regional Directors

- ensure familiarity and compliance with this procedure, Sponsorship guideline and the [Queensland Government Sponsorship framework](#) (Qld Govt employees only)
- assess whether your current budget allocation could cover costs. Sponsorship should not fund core activities – such as the ongoing provision of education in schools. Rather it should enhance projects and extra-curricular activities that have agreed start and end dates.
- ensure sponsorship arrangements are appropriate and any final arrangement would withstand critical public scrutiny (refer to [Sponsorship guideline](#))

- ensure any conflicts of interest are documented and managed in accordance with the [Conflict of interest policy](#) and [procedure](#)
- obtain from the Deputy Director-General State Schools in-principle approval of the [business case](#) for the sponsorship proposal
- ensure sponsorship arrangements are appropriate and any final arrangement would withstand critical public scrutiny (refer to [Sponsorship guideline](#))
- consult the Executive Director, Strategic Communication and Engagement branch (SCE) where required by this procedure (see Process for these circumstances)
- authorise and sign individual sponsorship agreements in accordance with the Instrument of Authorisation up to your general expenditure delegation in the [finance delegations](#)
- manage the sponsorship and ensure the obligations outlined in the sponsorship agreement are met
- document all aspects of the sponsorship initiative including assessment, selection and evaluation, authorise appropriately, and file in accordance with the department's information asset and record keeping procedure (refer [Sponsorship guideline](#))
- report all sponsorship activity to SCE when requested.

Executive Directors

- ensure familiarity and compliance with this procedure, [Sponsorship guideline](#) and the [Queensland Government Sponsorship framework](#) (Qld Govt employees only)
- assess whether your current budget allocation could cover costs. Sponsorship should not fund core activities – such as the ongoing provision of education in schools. Rather it should enhance projects and extra-curricular activities that have agreed start and end dates.
- obtain approval to proceed with all sponsorship and the signing of sponsorship agreements, in accordance with the Instrument of Authorisation, from the relevant Assistant Director-General or Deputy Director-General
- ensure all sponsorship arrangements are appropriate and any final arrangement would withstand critical public scrutiny (refer [Sponsorship guideline](#))
- ensure any conflicts of interest are documented and managed in accordance with the [Conflict of interest policy](#) and [procedure](#)
- authorise and sign individual sponsorship agreements in accordance with the Instrument of Authorisation and up to your general expenditure delegation in the [finance delegations](#)
- manage the sponsorship and ensure the obligations outlined in the sponsorship agreement are met
- document all aspects of the sponsorship initiative including assessment, selection and evaluation, authorise appropriately, and file in accordance with the department's information asset and record keeping procedure (refer [Sponsorship guideline](#)).
- report all sponsorship activity to Strategic Communication and Engagement when requested.

Executive Director, Strategic Communication and Engagement (SCE)

- consider and assess proposals forwarded by Principals, Executive Principals, and Regional Directors for advice

- advise Principals, Executive Principals, or Regional Directors, and relevant delegates, of the appropriateness of all proposals submitted for advice
- consider Briefing Notes put forward for Assistant Director-General, Deputy Director-General and Director-General approval
- authorise any departmental state-wide media releases and / or other related communication materials generated by sponsor recipients
- authorise and sign individual sponsorship agreements for SCE managed initiatives in accordance with the Instrument of Authorisation and up to your general expenditure delegation in the [finance delegations](#)
- maintain a register of all cash and in-kind sponsorship, both incoming and outgoing, and provide an annual report on all non-school sponsorships to the Department of the Premier and Cabinet.

Assistant Directors-General and Deputy Directors-General

- consider, authorise and sign individual sponsorship agreements in accordance with the Instrument of Authorisation and up to your general expenditure delegation in the [finance delegations](#).

Deputy Directors-General State Schools

- consider the sponsorship business case (link) for regional office sponsorship in accordance with the Instrument of Authorisation and up to the limit of your general expenditure in the [finance delegations](#).

Director-General

- consult with the Minister for Education and, as appropriate, other key stakeholders, on proposals that have the potential to be controversial, or involve outgoing sponsorship of significant events
- authorise and sign individual sponsorship agreements and any Memoranda of Understanding with Queensland government departments in accordance with the Instrument of Authorisation.

Minister for Education

- consider proposed sponsorship agreements with organisations regulated by the department in accordance with the Instrument of Authorisation.

Process

These processes apply to all departmental employees including school-based staff. If any sponsorship involves one of the following, it must be referred to SCE:

- is a joint sponsorship arrangement with other Queensland Government departments/agencies
- involves sponsoring a school or any organisation the department regulates (such as an early childhood provider)
- involves activities that may be high risk, or has the potential to be controversial
- involves [naming rights of built assets](#)
- involves arrangements valued at more than \$10 000 (GST exclusive) (State Schools only)
- involves significant events, or
- has state wide implications.

If in doubt, contact SCE.

Queensland State Schools

Providing and receiving sponsorship:

1. identify appropriate sponsorship opportunities. Refer to the [Sponsorship checklist](#) and the [Sponsorship guideline](#) to help assess suitability of incoming sponsorship proposals
2. ensure the provision of sponsorship must not be a requirement to be a supplier to the schools
3. ensure sponsorship arrangements are not entered into with an organisation tendering for the supply of goods and services to your school
4. if the value of the proposed sponsorship exceeds \$10,000, contact Procurement Services (Procurement.OCPO@qed.qld.gov.au) who will conduct relevant and appropriate due diligence checks on significant sponsors to ensure the department is engaging with ethical suppliers
5. For all proposed sponsorship engagements, conduct an [Ethical Supplier Register](#) check (you will require ABN/ACN details) to ensure the department is engaging with ethical suppliers (keep a copy of the register check) for future reference or audit activity.
6. ensure any conflicts of interest are documented and managed in accordance with the [Conflict of interest policy](#) and [procedure](#)
7. analyse risks, costs and benefits
8. consult the school community including the P&C Association/School Council, and Regional Office
9. consult the Executive Director, SCE regarding arrangements valued at more than \$10 000 (GST exclusive) or where required by this procedure (see Process for these circumstances).
10. consult with Information Technologies Branch if computer equipment and/or services are a major element of sponsorship
11. for outgoing sponsorship assess proposals received against alignment with school, departmental or government priorities
12. for incoming sponsorship, develop a [sponsorship proposal](#) (accessible to Qld Govt employees only) detailing the initiative, target audience, sponsorship entitlements, sponsorship packages and prices, and distribute to potential sponsors
13. prepare the sponsorship agreement using the relevant template:
 - up to and including \$10 000 (GST exclusive) ([incoming sponsorship letter of agreement](#) or [outgoing sponsorship letter of agreement](#))
 - More than \$10 000 (GST exclusive) ([outgoing sponsorship agreement](#))
 - More than \$10 000 (GST exclusive) ([incoming sponsorship agreement](#)).
14. provide two copies of the sponsorship agreement to the organisation for signing first. These are then returned to the school and signed by the Principal, up to [financial delegation](#). For amounts greater than this, the sponsorship agreements must be signed by your Regional Director, Deputy Director-General State Schools or Director-General in accordance with the Instrument of Authorisation and up to the relevant general expenditure delegation in the [finance delegations](#)

15. once fully signed, one copy is to be sent to the organisation, the other retained by the school (if completing via email, please ensure the entire agreement is scanned and emailed back to the school, not just the signature page)
16. manage the sponsorship and ensure the obligations outlined in the sponsorship agreement are met
17. provide the sponsor with an [incoming sponsorship evaluation report](#) (Qld Govt employees only) for the sponsoring organisation in accordance with the requirements and timeframes outlined in the sponsorship agreement (refer [Sponsorship guideline](#)). Schools providing sponsorship must ensure they receive the report from the sponsored organisation as required by the sponsorship agreement.
18. maintain records of all sponsorship agreements locally (refer Sponsorship guideline)
19. report all sponsorships greater than \$10 000 (GST exclusive) to [SCE by email](#).

Regional Offices

Providing sponsorship:

1. complete [sponsorship business case](#)
2. ensure any conflicts of interest are documented and managed in accordance with the [Conflict of interest policy](#) and [procedure](#) if the value of the proposed sponsorship exceeds \$10,000, contact Procurement Services (Procurement.OCPO@qed.qld.gov.au) who will conduct relevant and appropriate due diligence checks on significant sponsors to ensure the department is engaging with ethical suppliers
3. For all proposed sponsorship engagements, conduct an [Ethical Supplier Register](#) check (you will require ABN/ACN details) to ensure the department is engaging with ethical suppliers (keep a copy of the register check) for future reference or audit activity.
4. obtain authorisation to proceed with sponsorship via a Briefing Note and [business case](#), endorsed by the Executive Director SCE, to the Deputy Director-General State Schools. This in-principle agreement must occur before seeking sponsorship opportunities regardless of value or whether the department is providing/receiving cash or in-kind support
5. determine outgoing sponsorship arrangements and advise organisation(s) of outcome in accordance with the Instrument of Authorisation
6. prepare the sponsorship agreement using the relevant template:
 - up to and including \$10 000 (GST exclusive) requires an [outgoing letter of agreement](#)
 - more than \$10 000 (GST exclusive) requires an [outgoing sponsorship agreement](#).
7. provide two copies of the sponsorship agreement to the organisation for signing first. These are then returned to the actioning area and signed in accordance with the Instrument of Authorisation up to general expenditure delegation in the [finance delegations](#)
8. one fully signed copy is to be returned to the sponsored organisation, the other retained by the regional office (if completing via email, please ensure that the entire agreement is scanned and emailed back to the regional office, not just the signature page)
9. manage the sponsorship and ensure the obligations outlined in the sponsorship agreement are met
10. file the fully signed sponsorship letter of agreement/sponsorship agreement locally in an electronic records management system (Content Manager) (refer [Sponsorship guideline](#))

11. report all sponsorship to [SCE by email](#)
12. ensure the sponsored organisation provide the report as required by the sponsorship agreement
13. complete [evaluation and recommendation](#) (Qld Govt employees only) of the sponsorship.

Receiving sponsorship:

1. Before seeking sponsorship, it is important to assess whether your current budget allocation could cover costs. Sponsorship should not fund core activities – such as the ongoing provision of education in schools. Rather it should enhance projects and extra-curricular activities that have agreed start and end dates
2. identify sponsorship opportunities
3. ensure any conflicts of interest are documented and managed in accordance with the [Conflict of interest policy](#) and [procedure](#)
4. obtain authorisation to proceed with sponsorship via a Briefing Note and [business case](#), endorsed by the Executive Director SCE, to the Deputy Director-General State Schools. This in-principle agreement must occur before seeking sponsorship opportunities regardless of value or whether the department is providing/receiving cash or in-kind support
5. develop a [sponsorship proposal](#) (Qld Govt employees only) detailing the initiative, target audience, sponsorship entitlements, sponsorship packages and prices, and distribute to potential sponsors
6. the provision of sponsorship must not be a requirement to be a supplier to the regional office
7. ensure sponsorship arrangements are not entered into with an organisation tendering for the supply of goods and services to your regional office
8. if the value of the proposed sponsorship exceeds \$10,000, contact Procurement Services (Procurement.OCPO@qed.qld.gov.au) who will conduct relevant and appropriate due diligence checks on significant sponsors to ensure the department is engaging with ethical suppliers
9. For all proposed sponsorship engagements, conduct an [Ethical Supplier Register](#) check (you will require ABN/ACN details) to ensure the department is engaging with ethical suppliers (keep a copy of the register check) for future reference or audit activity.
10. contact [SCE](#) if sponsorship is to be received from a departmental unit or another government entity
11. prepare the sponsorship agreement using the relevant template:
 - up to and including \$10 000 (GST exclusive) requires an [incoming letter of agreement](#)
 - more than \$10 000 (GST exclusive) requires an [incoming sponsorship agreement](#).
12. provide two copies of the sponsorship agreement to the organisation for signing first. These are then returned to the actioning area and signed in accordance with the Instrument of Authorisation up to general expenditure delegation in the [finance delegations](#)
13. one fully signed copy is to be returned to the sponsor, the other retained by the regional office (if completing via email, please ensure that the entire agreement is scanned and emailed back to the regional office, not just the signature page)
14. file the fully signed sponsorship letter of agreement/sponsorship agreement locally in an electronic records management system (Content Manager) (refer [Sponsorship guideline](#))
15. report all sponsorship to [SCE by email](#) when requested

16. provide the sponsor with an [incoming sponsorship evaluation report](#) (Qld Govt employees only) for the sponsoring organisation in accordance with the requirements and timeframes outlined in the sponsorship agreement (refer Sponsorship guideline).

Central Office

Providing sponsorship:

1. ensure sponsorship is not being provided to an organisation the department regulates or to a state school
2. if the value of the proposed sponsorship exceeds \$10,000, contact Procurement Services (Procurement.OCPO@qed.qld.gov.au) who will conduct relevant and appropriate due diligence checks on significant sponsors to ensure the department is engaging with ethical suppliers
3. For all proposed sponsorship engagements, conduct an [Ethical Supplier Register](#) check (you will require ABN/ACN details) to ensure the department is engaging with ethical suppliers (keep a copy of the register check) for future reference or audit activity.
4. ensure any conflicts of interest are documented and managed in accordance with the [Conflict of interest policy](#) and [procedure](#)
5. complete [Sponsorship business case](#)
6. obtain authorisation to proceed with sponsorship via a Briefing Note and [business case](#), endorsed by the Executive Director SCE, to the relevant Assistant Director-General or Deputy Director-General. This in-principle agreement must occur before seeking sponsorship opportunities regardless of value or whether the department is providing/receiving cash or in-kind support
7. determine outgoing sponsorship arrangements and advise organisation(s) of outcome in accordance with the Instrument of Authorisation
8. prepare the sponsorship agreement using the relevant template:
 - up to and including \$10 000 (GST exclusive) requires an [outgoing letter of agreement](#)
 - more than \$10 000 (GST exclusive) requires an [outgoing sponsorship agreement](#)
9. provide two copies of the sponsorship agreement to the organisation for signing first. These are then returned to the actioning area and signed in accordance with the Instrument of Authorisation up to general expenditure delegation in the [finance delegations](#)
10. one fully signed copy is to be returned to the sponsored organisation, the other retained by the department (if completing via email, please ensure that the entire agreement is scanned and emailed back to the department, not just the signature page)
11. file the fully signed sponsorship letter of agreement/sponsorship agreement locally in an electronic records management system (Content Manager) (refer [Sponsorship guideline](#))
12. report all sponsorship to [SCE by email](#) when requested
13. ensure the sponsored organisation provide the report as required by the sponsorship agreement
14. complete [evaluation and recommendation](#) (Qld Govt employees only) of the sponsorship (refer [Sponsorship guideline](#)).

Receiving sponsorship:

1. Before seeking sponsorship, it is important to assess whether your current budget allocation could cover costs. Sponsorship should not fund core activities – such as the ongoing provision of education in schools. Rather it should enhance projects and extra-curricular activities that have agreed start and end dates
2. identify sponsorship opportunities
3. complete [sponsorship business case](#)
4. obtain authorisation to proceed with sponsorship via a Briefing Note and [business case](#), endorsed by the Executive Director SCE, to the relevant Assistant Director-General or Deputy Director-General. This in-principle agreement must occur before seeking sponsorship opportunities regardless of value or whether the department is providing/receiving cash or in-kind support
5. develop a [sponsorship proposal](#) (Qld Govt employees only) detailing the initiative, target audience, sponsorship entitlements, sponsorship packages and prices, and distribute to potential sponsors if the value of the proposed sponsorship exceeds \$10,000, contact Procurement Services (Procurement.OCPO@qed.qld.gov.au) who will conduct relevant and appropriate due diligence checks on significant sponsors to ensure the department is engaging with ethical suppliers
6. For all proposed sponsorship engagements, conduct an [Ethical Supplier Register](#) check (you will require ABN/ACN details) to ensure the department is engaging with ethical suppliers (keep a copy of the register check) for future reference or audit activity.
7. ensure any conflicts of interest are documented in accordance with the [Conflict of interest policy](#) and [procedure](#)
8. ensure sponsorship arrangements are not entered into with an organisation tendering for the supply of goods and services to the relevant business unit prepare the sponsorship agreement using the relevant template:
 - up to and including \$10 000 (GST exclusive) requires an [incoming letter of agreement](#)
 - more than \$10 000 (GST exclusive) requires an [incoming sponsorship agreement](#).
9. provide two copies of the sponsorship agreement to the organisation for signing first. These are then returned to the actioning area and signed in accordance with the Instrument of Authorisation up to general expenditure delegation in the [finance delegations](#)
10. one fully signed copy is to be returned to the sponsor, the other retained by the department (if completing via email, please ensure that the entire agreement is scanned and emailed back to the department, not just the signature page)
11. file the fully signed sponsorship letter of agreement/sponsorship agreement locally in an electronic records management system (Content Manager) (refer [Sponsorship guideline](#))
12. report all sponsorship to [SCE by email](#) when requested
13. send the sponsor a [feedback questionnaire](#) (Qld Govt employees only)
14. prepare a [sponsorship received evaluation report](#) (Qld Govt employees only) for the sponsoring organisation (refer [Sponsorship guideline](#)).

Sponsorship – purchasing and procurement

Procurement and sponsorship activities of agencies must not influence decisions relating to each other.

Responsible officers must discourage any perception that providing sponsorship is a pre-requisite for doing business with government, or that providing sponsorship to a corporation implies an advantage in government purchasing and procurement decisions.

Regulators and sponsorship

If a school, regional office or central office considers a sponsorship agreement with an organisation the department regulates, it must be referred to the Minister, through SCE. Ministerial approval is required prior to entering these sponsorship negotiations with these organisations.

Organisations regulated by the department may include (but not limited to) childcare providers.

Ethical behaviour and fair dealing

Officers undertaking activities in relation to sponsorship must:

- disclose and manage any conflicts of interest between their private interests and their public duties in accordance with the [Conflict of interest policy](#) and [procedure](#)
- ensure any gifts received are recorded in the appropriate gift registry in accordance with the [Gifts and benefits procedure](#)
- not entertain approaches from sponsors or sponsorship recipients that might be interpreted as attempts to influence the sponsorship evaluation or an evaluation of a procurement process
- maintain confidentiality in all dealings
- maintain high standards of accountability
- apply systems and procedures that produce an equitable and efficient approach to sponsorship.

Three examples of unethical behaviour in the context of sponsorship are:

- entering into sponsorship agreements for personal gain
- creating the impression that the provision of sponsorship funding is a requirement for future business dealings with the department
- accepting sponsorship from an organisation and then making a purchase from the organisation without following a proper and transparent procurement or purchasing process.

Conflicts of interest can be actual, perceived or potential:

- an actual or real conflict of interest involves a direct conflict between a public official's current duties and responsibilities and existing private interests
- a perceived or apparent conflict of interest can exist where it is perceived that a public official's private interests might improperly influence the performance of their duties – whether or not this is the case
- a potential conflict of interest arises where a public official has private interests that could conflict with their official duties in the future.

A conflict of interest can exist even if an unethical or improper act has not occurred. Conflicts of interest are deemed to exist where benefits accruing to the family, friends or associates of a public official prevent the official from undertaking their public duties with integrity, impartiality and transparency.

It is important to recognise that a poorly-managed perceived or apparent conflict of interest can be just as damaging as a poorly-managed actual conflict of interest. The critical factor is that public officials must not only behave ethically, they must also be seen to behave ethically.

If you are unsure that you have a conflict of interest you may refer to the checklists located in the [Crime and Corruption Commission – Managing conflicts of interest in the public sector: toolkit](#) for guidance.

More information can be found in the department's [Conflict of interest policy](#) and [procedure](#).

Definitions

Term	Definition
Appropriate sponsorship activity	Appropriate sponsorship maintains or enhances public confidence in the department and the Queensland Government. For example, sponsor benefits and sponsored programs must withstand public scrutiny and not damage the reputation of the department and Queensland Government and not contravene departmental policies and procedures.
Business case	Prior to incoming or outgoing departmental sponsorship agreements being signed a short business case must first be approved by the relevant authority (see Process). A business case outlines the risks, costs and benefits of proposed sponsorships. Refer to the sponsorship business case template for further information.
Core funding	Money provided by department or government for day-to-day operation of programs and delivery of budgeted services. Sponsorship funds received should be used to value-add to this existing funding, but not replace it.
Endorsement	<p>An endorsement includes but is not limited to testimonials, quotes, comments, videos or recordings. Providing testimonials gives the perception that the department is endorsing a supplier and/or its products or services. The department and all employees of the department must be impartial, and cannot be seen or perceived, to be promoting or favouring an individual supplier.</p> <p>For more information on endorsement please refer to the Purchasing and procurement procedure.</p>
High risk activities	<p>The department has the lowest appetite for risks associated with; safety of children and students; workplace health and safety of its staff and the community; security of confidential and personal information held by the department; and fraud and corruption.</p> <p>Sponsorship opportunities that have the potential to impact these areas would pose an unacceptable level of risk.</p>

Term	Definition
Instrument of Authorisation	The Minister's authorisation under the <i>Queensland Government Sponsorship Policy</i> for the specified officeholders to enter into sponsorship agreements, including applicable conditions and limitations.
In-kind or 'contra' sponsorship	In-kind or 'contra' sponsorship is the provision or receipt of goods or services to support or enhance an initiative without charge. Refer to Sponsorship Guideline for additional information.
Naming rights	A form of sponsorship where a sponsor, in addition to sponsorship benefits, has negotiated to have their name added as a prefix to the sponsored activity. Naming rights in this context do not apply to naming of school buildings and facilities after a person, or persons, who have given meritorious service to school or public education.
Significant events	Results in significant economic, social and environmental impacts for the host community and usually involves a high level of involvement from the government or community in which the event is staged. They will be events that generally have whole-of-government and/or state-wide implications.
Sponsorship	Sponsorship is the right to associate a sponsor's name, product or services with the sponsored organisation's initiative, in return for negotiated and specific benefits such as cash or in-kind support or promotional opportunities. Refer to Sponsorship Guideline for additional information.
Incoming sponsorship	Incoming sponsorship is when a department receives sponsorship monies or in-kind support from another party for an initiative and/or event.
Outgoing sponsorship	Outgoing sponsorship is when a department provides sponsorship monies or in-kind support to another party for an initiative and/or event.
Personal information	Personal information means information or an opinion, whether true or not, about an individual whose identity is apparent, or can reasonably be ascertained, from the information or opinion. This includes, but is not limited to name, telephone number, email address or home address of students, parents or staff.
Sponsorship agreement	Means a legally-binding written contract between the department and an external organisation detailing the sponsorship relationships (including full terms and conditions) between the two entities.

Legislation

- [Education \(General Provisions\) Act 2006 \(Qld\)](#)
- [Information Privacy Act 2009 \(Qld\)](#)

- [Public Sector Ethics Act 1994 \(Qld\)](#)
- [Public Sector Act 2022 \(Qld\)](#)
- [Public Records Act 2002 \(Qld\)](#)
- [Financial Accountability Act 2009 \(Qld\)](#)
- [Right to Information Act 2009 \(Qld\)](#)
- [A New Tax System Act \(Goods and Services Tax\) Act 1999 \(Cwth\)](#)

Delegations/Authorisations

- Instrument of Authorisation (Central and Regional office employees only – Content Manager 19/20105)
- [Finance delegations](#)

Policies and procedures in this group

- Nil

Supporting information for this procedure

- [Sponsorship guideline](#)
- [Sponsorship checklist for schools](#)
- [Sponsorship business case](#)
- [Incoming sponsorship letter of agreement template](#)
- [Outgoing sponsorship letter of agreement template](#)
- [Incoming sponsorship agreement template](#)
- [Outgoing sponsorship agreement template](#)

Other resources

- [Advertising procedure](#)
- [Code of Conduct for the Queensland Public Service](#)
- [Conflict of interest procedure](#)
- [Donations and bequests procedure](#)
- [Fundraising procedure](#)
- [Healthy Food and Drink Supply Strategy for Queensland Schools](#)
- [Naming of departmental assets procedure](#)
- [Purchasing and procurement procedure](#)
- [Queensland Government Sponsorship framework](#) (Qld Govt employees only)
- [Queensland Government Sponsorship policy](#) (Qld Govt employees only)

- [Queensland Government Guidelines for incoming sponsorship](#) (Qld Govt employees only)
- [Queensland Government Guidelines for outgoing sponsorship](#) (Qld Govt employees only)
- [Sponsor feedback questionnaire](#)
- [Standard of Practice](#)

Contact

For further information, please contact:

Principal Marketing Officer (Sponsorship)
Strategic Communication and Engagement
Phone: (07) 3513 6665

Review date

11/07/2025

Superseded versions

Previous seven years shown. Minor version updates not included.

3.0 Sponsorship

2.0 Sponsorship

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