

Procedure: Business-wide

SPONSORSHIP

1. Purpose

This procedure outlines how sponsorships are determined and administered.

2. Scope

This procedure applies to all staff and any consultants and contractors involved with delivering sponsorship on behalf of or paid for by FCNSW. It covers approaches to FCNSW for sponsorship as well as strategic opportunities identified and pursued by FCNSW.

3. Procedure

3.1 Strategic sponsorship opportunities

Sponsorship is a tool within the stakeholder engagement framework which can assist FCNSW to engage with the communities and in industry or community events.

Sponsorship can be viewed as a partnership or an endorsement of the parties' activities. In this sense entering a sponsorship agreement needs careful consideration.

Sponsorship may be in the form of financial or in-kind support.

Regional managers are expected to identify opportunities for sponsorship in their local region each year consistent with the priorities below and in line with the current Strategy.

Priorities for sponsorship

The following represent current priorities for sponsorship:

- Industry conferences, events and programs especially where FCNSW is an active participant / speaker
- Recreation and tourism activities taking place on State forest
- Community events and shows in areas where we operate that have a link to State forests
- Community-based initiatives demonstrating our good corporate citizenship like jerseys for staff taking part in a local charity race; or a local sports day linked to FCNSW priorities like diversity

Outreach and community engagement

Opportunities for small-scale local outreach and engagement are also important. This may include things like:

- Providing a prize for school presentation day of a \$100 gift voucher and certificate
- Funding / in-kind repair of a timber sign for a local sports club

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3.2 Sponsorship proposals

Sponsorship proposals should detail the event or activity to be sponsored, the amount of sponsorship and/or the nature of in-kind support sought, other sponsors in place and the benefits that will be extended to FCNSW in return for the sponsorship.

Sponsorship proposals should be assessed by Business Units. The Corporate Affairs Communications Team can assist with assessment.

Sponsorship can also be sought out or initiated by Business Units.

3.3 Assessing sponsorship opportunities

Sponsorship opportunities are to be assessed against the following criteria to determine how each request:

- demonstrates a connection with FCNSW purpose, strategy and communications plan
- contributes to FCNSW's social licence to operate
- reaches key stakeholders and enhances relationships
- provides value for money

Sponsorship benefits could include things like our logo on promotional material, complimentary tickets to a conference, signage or an information stall at an event, speaking opportunities at an event, acknowledgment in speeches or a plaque, and quotes in a media release regarding an event or initiative.

3.4 Delegations for approval

Sponsorship must be accommodated within the approving manager's budget.

The following delegations for approval of sponsorship apply. Any proposal which exceeds the annual delegation must be referred to the Corporate Affairs Manager for consideration.

Sponsorship type	Amount	Conditions	Approval
In-kind sponsorship (including waiving of fees)	Up to \$5000 per financial year	Local events or initiatives	Regional Manager / Business Unit Manager
Financial sponsorship	Up to \$5000 per financial year	Local events or initiatives	Regional Manager / Business Unit Manager
Financial sponsorship	Up to \$10000 per instance	Local or statewide events or initiatives and industry initiatives	Corporate Affairs Manager
Financial sponsorship	Over \$10000	Any sponsorship	CEO

While FCNSW may choose to renew a sponsorship agreement for subsequent years, this must be assessed annually. Multiple-year or ongoing sponsorship arrangements must only be entered into with the approval of the Manager Corporate Affairs.

The Code of Conduct must be adhered to in relation to all sponsorship with particular consideration given to ensuring transparency, integrity and the principles of probity.

3.5 Leveraging sponsorship

The Corporate Affairs Communications Team can assist with leveraging sponsorship including:

- Providing logos for inclusion on promotional material
- Developing signage or handouts for events
- Providing promotional materials or items for stalls
- Facilitating appropriate allocation of complimentary tickets to staff
- Collaborating with sponsors on media releases and quotes

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Note: Usage of logos must adhere to the Branding Guidelines and any media comment regarding sponsorship must follow the Media Engagement Procedure.

3.6 Reporting and records of sponsorship

All sponsorship must be reported to the Manager Corporate Affairs so it can be included in annual sustainability reporting. Sponsorship must be reported using [this form](#).

All sponsorship arrangements, including a record of the decision to approve, must be documented in writing and stored in line with the Records Management Policy.

4. Training requirements

N/A

5. Definitions and acronyms

N/A

6. Responsibilities

Table 1: Roles and Responsibilities

Role	Responsibility
All staff	Identify opportunities for sponsorship Receive and review proposals for sponsorship Document and report all sponsorships
Staff with financial delegation	Approve local outreach and engagement sponsorship in line with this procedure Document and report all sponsorships
Corporate Affairs Communications Team	Support business units to assess sponsorship opportunities and leverage sponsorship benefits
Business Unit Manager / Regional Manager	Identify opportunities for sponsorship Receive and review proposals for sponsorship Approve sponsorship in line with this procedure Document and report all sponsorships
Manager Corporate Affairs	Approve sponsorship in line with this procedure Report on sponsorships
CEO	Approve sponsorship in line with this procedure

7. Legislation and other compliance obligations

N/A

8. Related documents

- [Stakeholder Engagement and Communication Policy](#)
- Branding Guidelines
- Media Engagement Procedure

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9. Revision history

Version	Author	Summary of changes	Approver	Approval date
1	Media Officer	New document replacing the Sponsorship Policy	Manager Corporate Affairs	03/10/2025

For previous document versions, refer to Content Manager

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