

<b>Title</b>	Sponsorship Policy	<b>Version</b>	4
<b>Policy No.</b>	P 2021/07	<b>Effective date</b>	11/03/2021

## 1. OVERVIEW

This policy sets out the general principles and guidelines, assessment criteria, approval process and reporting practice for Forestry Corporation of NSW (FCNSW) sponsorship of external events, programs and organisations.

## 2. BACKGROUND

FCNSW is approached by a range of organisations seeking sponsorship. FCNSW views sponsorship as a way to build relationships with industry and the communities in which we operate. FCNSW assesses all sponsorship proposals to ensure sponsorship funding is directed towards proposals which align with FCNSW goals and objectives and offer value for money.

## 3. SCOPE

This policy applies to sponsorship of all external events and organisations undertaken by FCNSW. It covers all in-kind and monetary sponsorship.

## 4. DEFINITIONS

Business Unit Manager refers to managers who report directly to a member of the Senior Management Team.

## 5. POLICY

- 5.1. Requests for sponsorship should be received in writing. The sponsorship proposal should detail the event or activity to be sponsored, the amount of sponsorship and/or the nature of in-kind support sought, other sponsors approached and the benefits that will be extended to FCNSW in return for the sponsorship.
- 5.2. All sponsorship proposals will be assessed against the following criteria to determine how each request:
  - demonstrates a connection with FCNSW corporate goals and objectives
  - contributes to FCNSW's social licence to operate
  - reaches key stakeholders and enhances relationships
  - provides value for money
- 5.3. The assessment of sponsorship requests must be documented by using the Sponsorship Assessment Template or by another means.
- 5.4. All sponsorships must be reported to the Manager Communications and Media so FCNSW can maximise any branding or media opportunities the sponsorship offers and the sponsorship is included in annual sustainability reporting.
- 5.5. Sponsorships must be able to be accommodated within the budget of the approving manager.
- 5.6. Any use of FCNSW logo in connection with sponsorships must comply with the FCNSW branding guidelines.

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5.7. Approval of sponsorships must be in accordance with the table below:

<b>Sponsorship type</b>	<b>Amount</b>	<b>Conditions</b>	<b>Approval</b>
In-kind sponsorship (including waiving of fees)	Any amount	Nil	Business Unit Manager
Financial sponsorship	\$1000	Local events or initiatives	Business Unit Manager
	\$5000	Local events or initiatives	SPD Regional Manager and HFD Senior manager Stewardship
	\$5000	Statewide events or initiatives and industry initiatives	Manager Communications and Media
	Over \$5000	All sponsorships	CEO

## 6. RELATED LEGISLATION

- Nil

## 7. RELATED POLICIES

- Nil

## 8. RELATED DELEGATIONS

- Financial Delegations

## 9. RELATED DOCUMENTS

- Sponsorship Assessment Template

## 10. REVISION HISTORY

<b>Version</b>	<b>Policy Number</b>	<b>Date</b>
1	P2013/12	20/12/2013
2	P2014/06	23/05/2014
3	P2018/16	27/09/2018
4	P2021/07	11/03/2021

## DATE OF NEXT REVIEW

March 2026

## 11. CONTACT OFFICER

Manager, Communications and Media.

## Executive Endorsement



**Acting Chief Executive Officer**

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## Sponsorship Assessment

*This document is a guide to assist staff in assessing sponsorship requests. Sponsorship can only be approved in line with the Sponsorship Policy. This document will be used to support recommendations for sponsorship which require CEO approval.*

**Name of event / activity to be sponsored:**

**Background:**

### Sponsorship Evaluation Criteria

**Forestry Corporation Sponsorship Criteria** (Briefly outline how the sponsorship fulfills the criteria)

1. Demonstrates a connection with current business strategy.
2. Contributes to FCNSW’s social licence to operate.
3. Reaches key stakeholders and enhances relationships.
4. Provides value for money.

**Benefits to Forestry Corporation** (Briefly outline what tangible benefits FCNSW will receive for the sponsorship. This could include things like logo placement on promotional material and display of banners at the event)

### Cost

In kind support

Details:

Financial contribution

Amount:

This can be accommodated within the existing budget of \_\_\_\_\_ (please identify Business Unit)

Outline what other resources will be required for this sponsorship (This could include things like staff time to attend an event, brochures to be distributed, banners for display etc...)

**3. Recommendation:** (Summary of the reasons for supporting/not supporting the sponsorship)

**Initiating Officer:**

### 4. Approval

**Business Unit Manager:**

**Approved / Not Approved**

**Date**

Limited to up to \$1000 (\$5000 for SPD Regional Managers, HFD Senior Manager Stewardship and Manager Comm and Media)

**CEO:**

**Approved / Not Approved**

**Date**

For all sponsorships over \$5000

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