

<b>Title</b>	Sponsorship Policy	<b>Version</b>	2
<b>Policy No.</b>	P 2014/06	<b>Effective date</b>	23/05/2014

## 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 – in HFD and SPD this extends to District Managers and Regional Managers.

## 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. A Business Unit Manager may assess and approve a sponsorship request if:
  - the sponsorship relates to a local event or initiative; and
  - the request is for in-kind sponsorship or monetary sponsorship of up to \$1000. This limit is increased to \$5000 for the Senior Manager Forests Stewardship, Hardwood Forests Division and the Softwood Plantations Division Regional Managers;
  - the expenditure can be accommodated within the Business Unit budget; and
  - the total amount approved for sponsorship by this person does not exceed \$5,000 per financial year. This limit is increased to \$15000 for the Senior Manager Forests Stewardship, Hardwood Forests Division and the Softwood Plantations Division Regional Managers.

Policy Title: FCNSW Sponsorship Policy	Version No. 2	Page   1
Document ID (TRIM No.): D00160751	Issue Date: 23/05/2014	Review Date: 23/05/2016

- 5.5. All other sponsorship requests will be assessed by Government & Community Relations (GCR) and require approval from the CEO.
- 5.6. Sponsorships approved by under clause 5.4 should be reported to GCR in a timely fashion to ensure the business can report on its sponsorship undertakings and capitalise on any communication opportunities sponsorship presents.
- 5.7. Any use of FCNSW logo in connection with sponsorships must comply with the FCNSW branding guidelines.

**6. RELATED LEGISLATION**

- Nil

**7. RELATED POLICIES**

- Nil

**8. RELATED DELEGATIONS**

- Financial Delegations

**9. RELATED DOCUMENTS**

- Sponsorship Assessment Template

**10. REVISION HISTORY**

Version	Policy Number	Date
1	P2013/12	20/12/2013
2	P2014/06	23/05/2014

**11. DATE OF NEXT REVIEW**

23/5/2016

**12. CONTACT OFFICER**

Manager, Communications and Media.

**Executive Endorsement**



**Chief Executive Officer**