

Sponsorship Criteria

Sponsorship: “a commercial arrangement in which a sponsor provides a contribution in money or in kind to support an activity in return for certain specified benefit”.

Independent Commission Against Corruption (ICAC) guidelines, Sponsorship in the Public Sector.

Sydney Ports’ is committed to sponsorships that benefit our communities and the industries in which we work.

Industry and trade sponsorships build awareness within business markets of the ports, consolidate relationships with customers and help to improve/promote the industries that benefit from using the ports.

Community sponsorships help us to give back to the community whilst raising local awareness of the ports. They also provide an opportunity to build relationships with residents and communities, helping to open a dialogue with this important stakeholder group.

Sydney Ports’ sponsorship policy has been developed in line with the ICAC guidelines, *Sponsorship in the Public Sector*.

Potential sponsorship recipients are asked to supply a written proposal including all details, costs and benefits of the proposed sponsorship, as well as a list of other sponsors. If there is no initial conflict of interest, the proposal is assessed against current sponsorships, past records of the same event (if we’ve sponsored in the past) and the budget. Lastly we apply the sponsorship criteria – a minimum of 50 per cent of the criteria must be satisfied to be considered.

For further information on sponsorships and Sydney Ports Corporation, please contact our Marketing Communication Manager on +61 2 9296 4999 or email enquiries@sydneyports.com.au .

The sponsorship criteria we consider:

- The sponsorship must reach one or more of the Corporation’s target audiences.
- The sponsorship must be one of the types the Corporation supports.
- The sponsorship must meet at least one of the Corporation’s objectives.
- Potential sponsorship recipients must not impose or imply conditions that would limit or appear to limit the Corporations ability to carry out its functions fully and impartially.
- Potential sponsorship recipients must not involve the Corporation in controversial issues or potentially expose the Corporation or NSW Government to adverse criticism or embarrassing situations.

- Potential sponsorship recipients must not create a conflict of interest, for example, an activity or organisation that the Corporation has, or could have, regulatory or inspectorial responsibilities over.
- The lead time from our decision to the inception of the sponsorship to fully maximise benefits and promotional opportunities.
- The sponsorship is conducive to the corporate image and reputation of Sydney Ports.
- Are the co-sponsors a suitable partner for Sydney Ports?
- Is the cost of the sponsorship realistic and able to be accommodated within the sponsorship budget?
- Are there sufficient staff resources to manage and attend related meetings and events?
- Does the sponsorship provide an opportunity for a speaker or display space?
- Does the proposal include a written debrief and opportunity for evaluation at the end of the sponsored event?
- Will the sponsorship assist in developing relationships with relevant stakeholders?
- Will the sponsorship provide an educational opportunity for the general public on the activities of Sydney Ports?
- Are there additional costs involved that need to be considered i.e. corporate tables, donation of gifts or signage?
- Are there additional promotional opportunities such as logo exposure, editorial or web-links?