**Sponsorship Evaluation Business Case Form**

In line with the Review report of the Public Sector Commission for “Ticket use for sponsored or financial supported events”, the department has developed this sponsorship evaluation business case form.

The purpose of the sponsorship evaluation business case form is to collect sufficient information to answer Parliamentary Questions and media enquiries and to assess the relevance, business alignment, objectives and deliverables of all sponsorship opportunities sought for, or presented to, the department.

In order for the department to effectively assess a sponsorship opportunity, this form should be completed in full and returned to the Manager Community and Public Relations in Strategy and Engagement, accompanied by a detailed proposal if available. Information included in this form should be specific to the department and should not include a repetition of the information included in the proposal received by the department.

Suitable activities or events for sponsorship can include training, scholarships, awards, industry research, publications, exhibitions, trade shows and conferences.

Once this form and the accompanying proposal have been received by Strategy and Engagement, the assessment process will commence. Please allow a minimum of one week for an initial response.

**Section A**

|  |  |
| --- | --- |
| **Information required** | **Information to be provided** |
| Name of organisation |  |
| What is the project or initiative being funded? | (include a brief description of the activity that is proposed to be supported) |
| Timelines | (Identify any key dates for the project – event dates, commencement conclusion of program, milestones, deadlines etc.) |
| The sponsorship is best aligned with which of these categories? | Community □  Economy □  Environment □ |
| Provide an explanation as to why, or how, the sponsorship best aligns with the selected category  (community, economy or environment) | (this may include business, brand and/or values alignment or provide an opportunity to directly provide key messages to a target audience or key stakeholder group) |
| What is the financial contribution requested? | $............  (In addition, are there any in-kind or leveraging opportunities related to this initiative that will require additional funding, such as staffing, displays, printed materials etc.? If so, please list them) |
| What benefits will the Department of Water and Environmental Regulation receive for this contribution? | (Will there be naming rights, sponsor category recognition, ticketing allocations, opportunity to communicate key messages, engaging stakeholders, speaking opportunities etc.? Please list these as bullet points and include a $ value against each of the benefits being offered?) |
| Are ticket allocations being offered as part of the benefits package? | (If yes, please include the $ face value of tickets and who is planned to receive the allocated tickets (staff member names and positions or Department of Water and Environmental Regulation stakeholder guests) |
| How is the Department of Water and Environmental Regulation being acknowledged? | (Will there be an opportunity to display department banners, logo recognition on printed materials, websites, on advertorial material and/or in speeches? Where there is a logo or branding applied, the department must be given the opportunity to approve artwork prior to publication. Please estimate the $ value of the exposure and benefits as a financial return on investment) |
| What are the names of other organisations that are providing sponsorship? | (Please provide a list of sponsors who have committed to date) |
| Are you aware of any existing or potential conflict of interest in relation to your proposal or potential sponsorship? | Yes □  No □  (If yes, please include a brief statement with detail about the existing or potential conflict of interest. Corporate Communications will contact you to discuss) |
| Will there be any media present at any of the events or anticipated media coverage of the project proposed to be sponsored? | (Please provide details of any print, traditional electronic media or social media taking place by the lead organisation surrounding the event, program or initiative?) |
| How will you report on the deliverables included in the benefits and acknowledgements package? | (Will you provide monthly updates, a six monthly, annual or final report? What key components will be included in the report e.g. statistics, attendance numbers, outcomes against key objective, activity/event/initiative details, photos, media and promotional samples, avenues of engagement etc.?) |
| Contact details | (Please provide phone and email contact details of the person managing the relationship with the event or project organisers and ensuring that all benefits and outcomes of the sponsorship are delivered) |

**Section B**

|  |
| --- |
| Branch Manager endorsement:  Name …………………………………………………………………………………  Signature …………………………………………………………………………… Date ……………………………………………… |
| Executive Director endorsement:  Name …………………………………………………………………………………  Signature …………………………………………………………………………… Date ……………………………………………… |
| Community and Public Relations Manager endorsement:  Name …………………………………………………………………………………  Signature …………………………………………………………………………… Date ……………………………………………… |