



SPONSORSHIP POLICY AND PROCEDURES

Current version number: 1.2 **File reference:** FIN515/158879 **Maintained by:** Administration Manager

Original issue date: August 2015 **Last review date:** February 2019 **Next review date:** February 2021

Policy designation: Core

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VARIATION RECORD:

Version No.	Version Date:	Brief Description of Change:
1.0	August 2015	Changed from a Procedure to a Policy and Procedure.
1.1	September 2015	Board approved September 2015.
1.2	February 2019	Change in manager responsible for the policy and procedure to Administration Manager.

1. POLICY SCOPE

This policy sets out the circumstances in which Kimberley Ports Authority (**KPA**) – Port of Broome provides sponsorship to eligible groups. The policy sets authority limits on the sponsorship amounts to be approved by the CEO or Board, the criterion for areas of sponsorship and the lodgement and approval process for an application.

2. POLICY OBJECTIVES

The objectives of the policy are to:

- establish the areas of KPA's sponsorship focus;
- establish guidelines for processing and determining sponsorships to be supported by KPA within an annual budget allocation; and
- provide KPA with a consistent approach for the comparison of requests for sponsorship.

3. SPONSORSHIP GUIDELINES AND CRITERIA

KPA's sponsorship focus is on marine based projects and support in each area of sponsorship will, from time to time, be influenced by KPA's circumstances and the availability of funds.

KPA will consider applications that meet at least one of the following areas:

Maritime

Projects that have a focus on the marine environment, being a marine based activity, infrastructure or educational program.

Sustainable Environment

Projects that demonstrate sustainable solutions for the protection, management and enhancement of the marine environment.

Education

Educational based projects and initiatives for youth.

Community Infrastructure

Projects that provide long term benefits to the local community with the development of infrastructure and improvement of resources.

Community Events

Community events, sporting programs and art projects that encourage community involvement. (If funding is provided one year for an annual event, subsequent support is not guaranteed.)

4. WHO CAN APPLY?

Applications will be accepted from:

- Not-for-profit organisations;
- Incorporated community organisations, and
- Not-for-profit educational institutions (e.g universities, schools and colleges).

Applications will NOT be considered from:

- Commercial businesses;
- Individuals;
- Political organisations, and
- Religious organisations/groups.

Sponsorship will NOT be given for:

- Operating costs such as administrative costs, insurance, wages/salaries, professional fees, travel expenses, conference expenses or registration fees.
- Planning documentation such as feasibility studies, business plans, marketing and advertising plans, cost benefit analysis and economic impact studies.

5. HOW MUCH CAN YOU APPLY FOR?

The majority of sponsorship allocations will be in the vicinity of \$250 to \$1,000. Please take into consideration the following application processes when requesting the total amount of sponsorship.

Amounts under \$5,000

Sponsorship applications for amounts up to \$5,000 will be considered by the Chief Executive Officer on an as received basis.

Amounts above \$5,001

Sponsorship applications for amounts over \$5,001 will be considered by the Board of Directors at their meetings.

Notwithstanding the above, KPA retains absolute discretion over decisions regarding community sponsorship and the final funding figure per application. KPA's decision on sponsorship applications is final.

6. HOW TO APPLY

Organisations seeking sponsorship from KPA are requested to complete the Sponsorship Application Form, downloadable from KPA's website (www.kimberleyports.wa.gov.au) or attached at Appendix A.

Applicants are encouraged to provide supporting documentation (e.g plans, diagrams, outlines, brochures and letters of support from partnership organisations) with the sponsorship



application to assist KPA in the assessment process. Please note supporting documents will be returned to the applicant.

Applications must be received by KPA at least 30 days prior to the commencement of the project or the event date, to allow sufficient time for processing.

All applications and supporting documents should be posted to:

Rosemary Braybrook
Community Sponsorship Program
Kimberley Ports Authority
PO Box 46
BROOME WA 6725

7. PROCESSED APPLICATIONS

All applications, whether successful or not, will receive written notification from KPA once the application is processed.

If your organisation's application is successful you will be required to submit a tax invoice (where applicable) before any funds are paid.

Sponsorship funding is subject to the agreement that funds allocated by KPA are to be used specifically for the project outlined in the application, payable to the applicant and are not transferable to another party. Any unspent sponsorship funds not used to complete the project are to be repaid to KPA.

8. SPONSORSHIP ACKNOWLEDGEMENT

With all sponsorship applications the successful applicant will be requested to acknowledge KPA's contribution in an appropriate form (e.g newsletter, brochure, banner, media, and/or event attendance).

Copies of KPA's logo will be made available in electronic format to successful applicants.

9. CONTACT INFORMATION

If you require any further information or assistance with completing the Sponsorship Application Form, please contact:

Rosemary Braybrook
Administration Manager
Kimberley Ports Authority
PO Box 46
Broome WA 6725
Ph: (08) 9194 3100

APPENDIX A – SPONSORSHIP APPLICATION FORM

	I have read the Kimberley Ports Authority – Port of Broome Sponsorship Application Guidelines before completing this application.
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1.	ORGANISATION DETAILS		
ORGANISATION NAME:			
ABN:			
REGISTERED FOR GST:	<input type="checkbox"/>	YES	<input type="checkbox"/>
			NO
POSTAL ADDRESS:			
CONTACT PERSON:			
POSITION TITLE:			
TELEPHONE:			
FACSIMILE:			
EMAIL:			
Which of the following best describes your organisation?			
Please tick one box:	<input type="checkbox"/>	Not-for-Profit Organisation	
	<input type="checkbox"/>	Incorporated Community Organisation	
	<input type="checkbox"/>	Not-for-Profit Educational Institution	
	<input type="checkbox"/>	Other (please specify)	
2.	PROJECT INFORMATION		
Project title:			
Estimated start date:			
Total project budget:			
KPA funding request:			
3.	FOCUS AREA		
Which of the following focus areas does your project address, (please refer to Sponsorship Application Guidelines).			



	Maritime		Sustainable Environment
	Education		Community Infrastructure
	Community Events		
4.	PROJECT DESCRIPTION		
Please provide a description of your project and include additional pages if required (including plans, diagrams, etc)			
5.	WHAT WILL THE FUNDS FROM KPA BE USED FOR?		
6.	IDENTIFY THE POSITIVE OUTCOMES YOUR ORGANISATION AND THE COMMUNITY MAY RECEIVE AS A RESULT OF THE PROJECT?		
7.	HOW WILL YOUR ORGANISATION RECOGNISE THE SUPPORT PROVIDED BY KPA?		
	Logo on written material relevant to project		
	Logo on organisation / project website		

	Representative invited to attend event / activity	
	Naming rights to event / award / trophy	
	Other:	
8.	OUTLINE THE POSITIVE OUTCOME KPA MAY RECEIVE AS A PARTNER IN THE PROJECT.	
9.	BUDGET	
	As part of your supporting documentation, please provide a detailed budget for the project including the requested amount from KPA.	
10.	DETAILS OF REQUESTS FOR FUNDING FROM OTHER AGENCIES, ORGANISATIONS OR BUSINESSES.	
	NAME	AMOUNT REQUESTED
		COMMENTS (include if approved/pending)
11.	PROJECT SUPPORT	
	For sponsorship requests above \$5,001 please provide three letters of support for your project from local businesses and/or local and state government agencies. In addition to the letters of support, for infrastructure projects, please provide a copy of the planning approval from the Shire of Broome.	
12.	CONDITIONS OF SPONSORSHIP	
	Sponsorship funding is subject to agreement that funds allocated by KPA are to be used specifically for the project outlined in this application, payable to the applicant and are not transferable to another party. Any unspent sponsorship funds not used to complete the project are to be repaid to KPA.	
	Successful applicants are to provide KPA with a summary of project costs and how KPA funds were expended within 30 days of the sponsored activity or event.	

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13.	APPLICATION DECLARATION		
I, of		(Name & Title) (Organisation)	
declare that the information supplied in this sponsorship application is, to the best of my knowledge, accurate and complete and I wholly agree to the conditions of sponsorship as outlined in Item 12 of the application form.			
Signature:		Date:	
<p><i>Post completed application form to:</i></p> <p><i>Community Sponsorship Program Kimberley Ports Authority PO Box 46 Broome WA 6725</i></p>			