

# Sponsorship Policy

## Applicable to:

All divisions of Transport for NSW (TfNSW) and all related agencies including:

- Transport for NSW
- Department of Transport
- Roads and Maritime Services
- Sydney Trains
- State Transit Authority
- NSW Trains
- Sydney Metro

Where the term TfNSW is used in this document, it shall be taken to mean the relevant division or agency that forms part of the Transport Cluster.

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## 1. Purpose

This policy sets out the principles and practices for Transport for NSW (TfNSW) in evaluating and making decisions about proposals for granting sponsorship.

The purpose of this document is to outline the policy and processes that will be used to assess and manage sponsorship requests received by TfNSW divisions and agencies.

Any interested party considering an approach to TfNSW about potential sponsorship should first familiarise themselves with the Sponsorship Policy and Guidelines.

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## 2. Mandatory requirements

TfNSW and its Cluster Agencies will consider offering sponsorship to organisations, events and activities which align with the NSW Government goals outlined in NSW 2021 including:

- Reduce travel times
- Grow patronage on public transport by making it a more attractive choice
- Improve customer experience with transport services
- Improve road safety and/or maritime safety.

### 2.1 Sponsorship may be provided for:

- State significant events and major community events
- Sporting, cultural or community organisation activities
- Transport related community education programs
- Industry exhibitions, conferences and trade shows, where there is a customer benefit.

### 2.2 Sponsorship will NOT be provided for:

- Funding of research
- Conditional Grants (for specified activities, events and programs)
- Community Service Programs
- The purchase or sale of advertising space
- Donations to charities whether in cash or in kind, where there are no contracted benefits in exchange for funds.

### 2.3 Sponsorship Policy principles

- a. Sponsorship is a commercial arrangement in which a sponsor provides a contribution in money or in “value-in-kind” (VIK) to support specified activities in return for agreed and defined benefits. TfNSW does not engage in sponsorship for purely charitable or philanthropic purposes.
- b. The types of benefits TfNSW customarily requires from a sponsorship generally fit with one or more of the following categories:
  - i. Naming rights or other sponsorship designation recognition
  - ii. Brand exposure on promotional material including advertising, communications, websites or online material, and signage

- iii. Public relations or external communications opportunities
  - iv. Use of 'talent' to promote specific messages or outcomes
  - v. Access to databases, website space, use of social media channels or other opportunities which engage with the target audience
  - vi. Other opportunities to generate a greater community awareness for a TfNSW message or objective than may otherwise be achievable.
- c. Employees shall not be offered any personal benefit of any kind from a sponsor.
  - d. All sponsorship agreements must contain explicit commitments to the benefits to be delivered in return for the sponsorship.
  - e. In general, TfNSW has greater capacity to authorise sponsorship where it provides "Value-In-Kind" (VIK). Sponsorships with a cash component will need to offer benefits to TfNSW of significant value when compared to the funds required.
  - f. Types of VIK may include contribution through the provision of "gratis" transport services and/or use of assets.
  - g. Potential sponsors will have a sound reputation with Government, as well as a good performance record for any past sponsorship.
  - h. There must be a good alignment or fit of the brand and activities of the sponsor and TfNSW. There should be no conflict between the objectives and/or mission and/or business practices of TfNSW and those of the sponsor.
  - i. Sponsorship will not be provided for events and activity outside of NSW.
  - j. Organisations, events and activities which will not be considered for sponsorship by TfNSW include those that:
    - i. Have an alignment to political or religious organisations
    - ii. Promote gambling
    - iii. May be construed as discriminatory
    - iv. Could be detrimental to public health and safety
    - v. Promotes or encourages alcohol or any substance abuse.
  - k. A sponsorship shall not impose conditions that could limit, or appear to limit, the ability of TfNSW to carry out its functions fully and impartially.
  - l. TfNSW will not enter into sponsorship arrangements with individuals or entities that are or may be subject to regulation or inspection by TfNSW.
  - m. Sponsorships will not be constructed to provide explicit endorsement of the sponsor or the sponsor's products.
  - n. TfNSW will establish processes that ensure that sponsorships align with the purposes and objectives of TfNSW, offer benefits to TfNSW that are consistent with the support given and deliver value for Government and its customers.

## **2.4 Sponsorship application and assessment**

- a. All sponsorship proposals must be reviewed by Sponsorships and Partnerships, Customer Service Division and captured in the sponsorship register.
- b. All proposals for sponsorship must be put in writing and must address the criteria contained in the TfNSW sponsorship guidelines, available on the TfNSW website. A proposal for sponsorship should include the information set out in Attachment A.
- c. Once a sponsorship proposal is received, a six to eight week assessment period follows, during which total budget allocations are determined, and a determination is made as to the proposals that can be supported with the pool of funds available.
- d. Where a sponsorship proposal has come directly to an agency. It is the agencies responsibility to ensure that an assessment is completed as per the policy, in consultation with Sponsorships and Partnerships, Customer Service Division.
- e. All agency endorsed sponsorship proposals need to be submitted to Sponsorships and Partnerships, Customer Service Division, with confirmation that assessment has been completed and the proposal has executive endorsement and budget available.
- f. The sponsorship commencement date should be at least three months after the month of determination, but may be up to six months after the month of determination and is dependent on the value and length of the sponsorship, for example a proposed flagship sponsorship requires a longer lead time. This enables TfNSW to conduct its assessment with due diligence, then plan, organise and manage all arrangements in accordance with the requirements of this policy.
- g. When a sponsorship request is received, an initial assessment shall be made as to whether it is likely to meet the criteria and an informed assessment will follow as to the merits of the Sponsorship.
- h. TfNSW may, at its sole discretion, consider third party evaluation for new proposals. The fee for this will be costed to the funding centre.
- i. It is important to note that Sponsorship proposals may meet the assessment criteria, but may not be funded. This is because TfNSW receives many proposals and it is not possible to support and fund all of them.
- j. TfNSW will provide written advice as to whether a proposal has been approved or otherwise.
- k. An annual register of all requests and offers of sponsorship will be maintained. A summary of TfNSW sponsorships will be recorded in the TfNSW Annual Report.
- l. This policy will be published on the TfNSW website to provide guidance to those considering an approach to TfNSW for sponsorship. A copy can be sent by mail on request to any organisation or individual unable to access the internet.

## **2.5 Sponsorship agreement and management**

- a. Where a decision is made to provide sponsorship support (whether cash or VIK) the sponsor will be required to enter into a written agreement with TfNSW that details the obligations of each of the parties.

- b. An exchange of letters that set out the essential terms will be sufficient for cash sponsorships up to \$10,000 in funding or sponsorships of up to \$25,000 in nominal value for VIK. In the case of agreements valued above these sums, a long form agreement will be required.
- c. The sponsored organisation will be required to participate in sponsorship management and activation meetings for the duration of the sponsorship. These are usually held at commencement then at appropriate intervals during the sponsorship, and will form part of the agreement.
- d. Sponsorship agreements will have mandatory reporting requirements. TfNSW may, at its sole discretion, require third party tangible assets evaluation. Failure to fulfil reporting requirements or to fulfil agreed conditions may result in suspension of support or the cessation of further sponsorship.
- e. The agency is responsible for advising TfNSW of all sponsorships it funds in order for a correct summary of all sponsorships to be recorded in the TfNSW Annual Report.

### 3. Accountabilities

Position	Role Description
The Secretary, TfNSW	Is the approver of this policy
Manager Sponsorships and Partnerships, Customer Experience Division	Is the owner of this Policy, and is responsible for: <ul style="list-style-type: none"> <li>• The overall implementation of this Policy;</li> <li>• Ensuring that this Policy is adhered to and that staff are aware of the obligations under this Policy; and</li> <li>• To review the Policy at the reviewed date as mentioned on page one (1) of this Policy.</li> </ul>

### 4. Breaches of this policy

TfNSW may commence applicable disciplinary action if a person to whom this Policy applies breaches this Policy (or any of its related Procedures), including and up to termination of employment.

### 5. Document history

Date & Policy No	Approved by	Amendment Notes
January 2014 CP14008	Director General	Approved
19 July 2017 CP14008.1	Secretary	Replaces CP14008. Reviewed to include clearer guidelines around what is considered sponsorship, industry engagement and a grant and a redefinition of the submission cycle.
1 July 2018 CP14008.2	Secretary	Inclusion of Sydney Metro as agency to which this policy applies from 1 July 2018.

## Attachment A - Application for sponsorship – Assessment Criteria

Applicants should complete the Assessment Criteria to enable an assessment of the sponsorship proposal to be made.

Application for Sponsorship Assessment Criteria		
<b>Rights Holder (Legal entity):</b>		
<b>Contact Person Name:</b>		
<b>Contact Phone Number:</b>		
<b>Contact Email:</b>		
<b>Website:</b>		
<b>Address:</b>		
<b>Name of Event / Activity:</b>		
<b>Date of Event/s / Activation/s:</b>		
<b>Venue/Location of Event:</b>		
<b>Is this a one-off activity or annual event?</b>		
<b>Type: (Cash or Value in kind)</b>		
<b>Sponsorship Fee / Value Assigned:</b>		
<b>History of Sponsorship with Transport for NSW:</b>	<b>Year:</b>	<b>Value:</b>
<b>Sponsorship Hierarchy/Level</b> For example Major Partner, Official Supplier, Supporting Sponsor:		
<b>Other Sponsors / Partners:</b>	<b>Sponsor/Partner:</b>	<b>Value/Level:</b>
<b>Please include any other</b>	1.	

<b>government department</b>	2.	
	3.	
	4.	
	5.	
<b>What is the maximum amount of sponsors who could be involved and at what level/hierarchy?</b>		
<b>Background:</b> In 200 words or less please provide us with a background and credentials of your organisation including its values, purpose, history and length of operation?		
How will the <b>Sponsorship funds</b> provided by Transport for NSW predominantly be used?		
What are the proposed <b>Sponsorship outcomes?</b>	1.	
	2.	
	3.	
	4.	
	5.	
<b>Target Audience</b> Please include any supporting research and demographics.	1. Primary:	
	2. Secondary:	
	3. Tertiary:	
	Supporting research and demographics:	
<b>Reach of the Sponsorship</b> – how many people see, attend or		

are involved?		
<b>Media Partners and Exposure:</b> What, if any, media partners are confirmed and what is the expected media exposure?		
<b>Alignment:</b> In 300 words or less, please describe the Sponsorship benefits and how your activity, event or organisation could assist in achieving Transport for NSW's business goals including opportunities for TfNSW to engage with its customers:		
<b>Marketing, Communications and Event Plans:</b>	<input type="checkbox"/> Attached <input type="checkbox"/> No <input type="checkbox"/> Not applicable	
<b>Resourcing:</b> How will the organisation manage the sponsorship and what resources will be provided?		
	Title:	Responsibility:
<b>Sponsorship Evaluation and Reporting:</b> Detail how the success of the sponsorship will be measured following key execution/events		
	Date reporting to be supplied:	