<Insert Project> Sponsor EOI

##### Expression of interest closes <insert date>

* [Project Overview](#_Project_Overview)
* [Opportunity/Contribution](#_Opportunity/Contribution)
* [Benefits](#_Benefits)
* [Selection Criteria](#_Selection_Criteria)
* [Special Conditions](#_Special_Conditions_(if)
* [Next Steps](#_Next_steps)
* [Contact](#_Contact)

##### **Project Overview**

<Include a brief overview, key information, a link to a website/further information>

##### **Opportunity/Contribution**

<What the department is looking for from sponsors>

This may be arranged into different sponsorship categories or tiers e.g. Principal Sponsor, Supporting Sponsor etc. and may be exclusive or open to multiple successful organisations. Different categories may be included to seek different contributions.

*Example:*

***Principal Sponsor - $35,000 + GST (exclusive category)****The department is seeking a principal sponsor to make a cash contribution towards the <initiative/event>*

***Supporting Sponsor - $10,000 + GST****The department is seeking sponsors to support the <initiative/event> financially or with in-kind contributions.*

***Venue Sponsor****The department is seeking a venue sponsor to support the <initiative/event> with provision of a venue and associated services.*

##### **Benefits**

<Benefits should represent value for money for the department, that is, the benefit to the department of a sponsorship should outweigh the costs of servicing it. It is important not to underestimate the value of association with a department event. Benefits can be negotiated with sponsors, and can vary based on the value a sponsor contributes, but they should be offered equitably and impartially to sponsors in a certain category who provide a similar level of value.>

Example:

***Acknowledgement***

*The department will acknowledge sponsors on program/event communications materials, on the website at education.nsw.gov.au, and in social media posts mentioning the program/event.*

***Logo recognition***

*The department will provide logo acknowledgement for sponsors on the official print program/ on a PowerPoint slide during the program/event.*

***Event benefits*** *2x tickets to the event for representatives from the sponsor organisation*

***Additional benefits***

*The Department can consider incorporating additional benefits that can be offered equitably to all sponsors, in line with our policy. Please let us know what would be valuable for your organisation.*

|  |  |  |
| --- | --- | --- |
| **Timeline** |  |  |
| **Insert date** | EOI proposal due | |
| **Insert date** | Successful applicants notified | |
| **Insert date** | Sponsorship agreement / Letter of agreement issued and countersigned | |
| **Insert date** | Deliverables due | |
| **Insert date** | Further deliverables due | |
| **Insert date** | Date of event  / program concludes | |

##### **Selection Criteria**

Successful applicants will be selected according to the criteria listed below as well as comply with any special conditions: <add or remove as necessary>

* Ability to deliver a solution in accordance with the special conditions and timeline outlined in this EOI.
* Level of investment offered and capacity to add value to the <name of program> and student educational outcomes and experiences.
* Expertise and experience in the <insert project deliverables> e.g. development of educational resources.
* Organisational alignment with the department’s values, priorities, target audience, corporate image and reputation.
* No conflict with departmental initiatives, programs or priorities including procurement contracts with existing or pending suppliers (including those on a prequalification scheme)
* Ability to deliver a solution aligned with NSW curriculum and/or teacher professional standards.
* Evidence of data security processes in place and the ability to comply with the department’s requirements regarding student and teacher data privacy and security
* Variations requested to the opportunity and benefits and the department’s capacity to accommodate them.
* Willingness to sign a Sponsorship agreement subject to the department’s [Commercial Arrangements, Sponsorship and Donations policy](https://education.nsw.gov.au/policy-library/policies/pd-2009-0399) and [implementation procedures](https://education.nsw.gov.au/content/dam/main-education/policy-library/associated-documents/pd-2009-0399-01.pdf)

##### **Special Conditions (if applicable – can be removed)**

Example:

* *All employees of sponsor organisations likely to be in contact with students at department events must have a current Working with Children Check.*
* *Successful sponsors are required to have a current public liability insurance policy (minimum $20 million) and present evidence upon request by the department.*

##### **Next steps**

<Outline next steps for organisations interested in sponsoring>

Example

*Please send a brief proposal by email by <insert date> (e.g. maximum 1-page A4 document, or equivalent)*

*Please contact by phone or email to express your interest by <insert date>*

*Please fill out the online form by <insert date> (hyperlink)*

##### **Contact**

<include contact details>

*NB schools and directorates may wish to add images to support the EOI to support and display the sponsorship events, activities and initiatives.*

*For advice and support with completing this EOI template please contact Business Engagement on 7814 3863 |* [*be@det.nsw.edu.au*](mailto:be@det.nsw.edu.au)