Outgoing Sponsorship Framework

## Request for approval

Complete this page and submit to your manager or director for approval. Retain a copy for reference.

* **Sponsorship recipient**:

*enter sponsorship recipient*

$ *enter amount + GST*

* **Value:**
* **Strategic alignment and selection criteria:**
Outline how this outgoing sponsorship opportunity will help achieve your team’s strategic goals

*List strategic benefits of this outgoing sponsorship opportunity*

*Specific selection criteria*

* **I confirm**
	1. I have read and understood the Outgoing Sponsorship Framework,
	2. this outgoing sponsorship aligns with the Department’s strategic goals and,
	3. this expenditure represents value for money for the Department

*Manager’s / Director’s name*

**Name:**

*Manager / Director’s signature*

**Signature:**

## Framework

##### 1. Introduction

The department may receive requests for financial support from external organisations such as peak bodies, associations, sporting teams, community groups holding conferences, seminars, professional development days and similar events and initiatives.

This framework outlines the criteria for selecting and managing these requests to ensure consistency across schools and directorates.

##### 2. Definitions

Outgoing sponsorship is any contribution (money or value-in-kind) that the department provides to a private sector or community organisation to support a program, event or initiative in return for specified benefits.

**Refer to Section 20, Outgoing sponsorship in the** [**implementation procedures**](https://education.nsw.gov.au/content/dam/main-education/policy-library/associated-documents/pd-2009-0399-01.pdf)**.**

***Note:*** *For low monetary value outgoing sponsorships contact* *Business Engagement* *for advice on applying this framework appropriately.*

##### 3. Objectives

The objectives of this framework are to:

* Provide criteria for the selection and management of financial support
* Guide schools and directorates in evaluating the outcomes of financial support
* Identify and manage risks
* Gain appropriate approvals for expenditure
* Ensure consistency across the school or directorate for financial support management

##### 4. Framework statement

**Rationale**

Financial support to external organisations can provide a school or directorate with the opportunity to engage and support organisations undertaking activities that align with the department’s strategic goals. Outgoing sponsorship can provide opportunities to promote key department messages, programs, and activities, build relationships with stakeholders, benefit the community according to the department’s strategic objectives and goals, and potentially raise the department's profile or a business unit.

**Selection criteria**

The department may consider granting outgoing sponsorship to organisations and individuals that:

* align with the [department’s values and priorities](https://education.nsw.gov.au/about-us/strategies-and-reports/strategic-plan)
* have a public image and reputation consistent with the principles, vision and goals for NSW public education
* demonstrate the ability to provide evidence that improved educational outcomes for students will result
	+ e.g. funds will allow more students to attend an event
* demonstrate the ability to set measurable targets and provide a sponsorship report to allow the department to evaluate its return-on-investment and redirect outgoing sponsorship budget as necessary
* have relevance to at least one of the schools or directorates target audiences

**Suitable benefits to the recipient**

Benefits to the sponsorship recipient could include:

* financial support
* higher profile through association with the department
* opportunity to build relationships

**Unsuitable benefits**

Outgoing sponsorship recipients should be aware that the department must not

* endorse the organisation or its products, or
* allow use of the department’s logo outside of the terms of the outgoing sponsorship agreement.

Other benefits that the department will expressly exclude can be listed in the **[outgoing sponsorship agreement.](https://education.nsw.gov.au/about-us/business-engagement-and-development/our-work/resources)**

**Suitable activities for sponsorship**

Include cultural or community events, community education, conferences, trade shows, scholarships, awards, research and publications.

**Unsuitable activities for sponsorship**

Any event where the department’s involvement as a sponsor could compromise its ability to exercise its role impartially on behalf of the community, or diminish public confidence, for example, at political events. Any event that conflicts with the department’s values and objectives, such as gambling or alcohol-related events.

**Risks**

In granting outgoing sponsorship, the approving officer confirms that the department has considered and mitigated where necessary the following risks:

* conflicts of interest
	+ Any actual or potential conflicts of interest posed by the potential sponsorship arrangement need to be identified, managed and documented
	+ the department will not grant sponsorship to potential sponsors whose objectives and/or vision conflicts with the department’s
* reputational damage to the department through association with an unsuitable organisation
* a sponsorship recipient influencing or being perceived to influence the department
* the department endorsing or appearing to endorse a sponsorship recipient’s products or services.

**Outgoing sponsorship agreement**

Schools and directorates should document all [outgoing sponsorships in an agreement](https://education.nsw.gov.au/about-us/business-engagement-and-development/our-work/resources) specifying some or all of the following:

* names of parties to the agreement
* start and end date (term) of the sponsorship
* a description of the event/activity/project/enterprise/person being sponsored
* the objective of the sponsorship arrangement and evaluation criteria for how the sponsored initiative will be judged a success
* the contribution the department agrees to provide
* the benefits the department will receive in return
* a clear statement that the sponsorship must not be regarded as a general endorsement of the business activity of the sponsorship recipient
* reporting requirements of both parties, including format and frequency of reporting
* the ownership and use of any intellectual property created as a result of the sponsorship, for example, sponsored research
* termination clauses specifying the events that could lead to termination, such as:
	+ a change in the sponsorship recipient’s corporate mission
	+ a merger or other event that causes a conflict of interest
	+ any action by the sponsorship recipient that results in public criticism/bad publicity and reflects badly on the department or brings its probity into question
* payment of GST
* conditions for renewing the sponsorship, including that the sponsorship must be evaluated and meet the evaluation criteria in the agreement before renewal can be considered

For a full list of possible inclusions in an outgoing sponsorship agreement refer to [ICAC guidelines for Sponsorship in the public sector](https://www.icac.nsw.gov.au/ArticleDocuments/232/Sponsorship%20in%20the%20public%20sector.pdf.aspx) (page 42, 43).

**Evaluating outgoing sponsorships**

The department will evaluate the outgoing sponsorship arrangement prior to renewal (if renewal applies), which may include:

* Requesting a sponsorship report (this can be included as a sponsor benefit in the outgoing sponsorship agreement)
* evaluating the arrangement against the evaluation criteria set out in the sponsorship agreement
* preparing an evaluation report detailing:
	+ the results achieved against the objectives specified in the sponsorship agreement
	+ the success of the grant event/activity
	+ whether the department benefited from the arrangement
	+ whether either or both parties would wish to continue in a sponsorship relationship on the same or other ventures
	+ whether any conflicts of interest arose
	+ the cost–benefit ratio for the department and a recommendation as to whether to renew the agreement if applicable.

##### 5. Audience and Applicability

All department employees who receive requests for outgoing sponsorship.

##### 6. Responsibilities

The school or directorate is responsible for:

* managing requests for financial support from external organisations in consultation with applicable business area (e.g. Business Engagement, Legal Services, Procurement, Finance)
* providing information to external organisations about the department’s expectations, objectives, financial support guidelines and the criteria against which a proposal will be assessed
* supplying any logos, marketing collateral or assets which will be required as part of delivering the agreement
* evaluating all outgoing sponsorships, in consultation with Business Engagement team where required.

##### 7. Approvals

Seek approval for outgoing sponsorship and take into consideration:

* In schools: **expenditure over $10K** (money and value in kind) to be approved by Director, Educational Leadership (DEL).
* Schools and Directorates: **expenditure over $50K** (money and value in kind) consult the Business Engagement team and Procurement directorate.
* All other expenditure approvals made according to standard financial delegation and procurement procedures.