

# Sponsorship criteria

*Sponsorship: A commercial arrangement in which a sponsor provides a contribution in money or in kind to support an activity in return for a certain, specified benefit.*

Independent Commission Against Corruption (ICAC) guidelines: Sponsorship in the public sector

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## **Port Authority of New South Wales is committed to sponsorships that benefit the communities and industries in which we work.**

Industry and trade sponsorships build awareness within business markets of the ports, consolidate relationships with customers and help to improve/promote the industries that benefit from using the ports.

Community sponsorships allow us to give back to those living and working in the areas in which we operate while raising local awareness of the ports. They also provide opportunities to build relationships with communities, facilitating communication and dialogue with this important stakeholder group.

Port Authority of NSW's sponsorship policy has been developed in line with the ICAC guidelines: [Sponsorship in the Public Sector](#).

Potential sponsorship recipients should supply a written proposal including all details, costs and benefits of the proposed sponsorship along with a list of other sponsors. If there is no initial conflict of interest, the proposal is assessed against current sponsorships, records of the same event (if we have been a sponsor in the past) and the budget. Lastly, we apply the sponsorship criteria (*see below*), of which a minimum of 50 per cent must be satisfied for a proposal to be considered.

For further information on sponsorships and Port Authority of NSW, please contact our sponsorship manager:

Phone: +61 2 9296 4999 or email: [enquiries@portauthoritynsw.com.au](mailto:enquiries@portauthoritynsw.com.au)

### **Our sponsorship criteria:**

- The sponsorship must reach one or more of Port Authority of NSW's target audiences
- The sponsorship must be of a type that Port Authority of NSW supports
- The sponsorship must meet at least one of Port Authority of NSW's corporate objectives
- Potential sponsorship recipients must not impose or imply conditions that would limit or appear to limit Port Authority of NSW's ability to carry out its functions, fully and impartially

- Potential sponsorship recipients must not involve Port Authority of NSW in controversial issues or potentially expose the Authority or NSW Government to adverse criticism or embarrassing situations
- Potential sponsorship recipients must not create a conflict of interest (e.g.: an activity or organisation over which Port Authority of NSW has, or could have, regulatory or inspectorial responsibilities)
- The lead time from our decision to the inception of the sponsorship to fully maximise the benefits and promotional opportunities
- The sponsorship is conducive to Port Authority of NSW's corporate image and reputation
- Are the co-sponsors a suitable partner for Port Authority of NSW?
- Is the cost of the sponsorship realistic and able to be accommodated within our limited sponsorship budget?
- Do we have sufficient staff resources to manage and attend related meetings and events?
- Does the sponsorship provide an opportunity for a speaker or display space?
- Does the proposal include a written debrief and opportunity for evaluation at the end of the sponsored event?
- Will the sponsorship assist in developing relationships with the relevant stakeholders?
- Will the sponsorship provide an opportunity to inform the general public of the activities of Port Authority of NSW?
- Are there additional costs involved that need to be considered (i.e. corporate tables, donation of gifts or signage)?
- Are there additional promotional opportunities such as logo exposure, editorial or web links?