



# QLD DAY

## Sponsorship Program

2024 program guidelines

Applications close 5pm, 31 August 2023



Queensland  
Government



## Sponsorship Program



### Message from the Premier of Queensland

Queensland Day is commemorated each year on 6 June, marking Queensland's official separation from New South Wales as an independent colony in 1859.

Queensland Day is an opportunity for our communities to come together and share stories and the history of our State, and to celebrate everything that is great about Queensland. Events such as festivals, parades and family fun days are held across Queensland and are unique to the community they are held in.

I am pleased that the Queensland Government will continue its support for these activities through the Queensland Day Sponsorship Program, which provides funding of up to \$15,000 (excluding GST) to not-for-profits, local government, Regional Tourism Organisations, community and festival organisations, and Parents and Citizens' Associations, which are holding Queensland Day events between 1–9 June 2024.

If you are planning an event to be held between these dates, you are encouraged to apply for the Queensland Day Sponsorship Program.

Best of luck with your application and I look forward to celebrating Queensland Day on 6 June 2024.

**Anastacia Palaszczuk MP**

Premier of Queensland

Minister for the Olympic and Paralympic Games



## Sponsorship Program

### Introduction

On 6 June 2024, Queensland Day will mark 165 years since Queen Victoria signed the Letters Patent, allowing Queensland to separate from New South Wales and claim independence as a colony.

Each year, communities throughout Queensland participate in a range of activities to celebrate Queensland's birthday, also known as Queensland Day, and its people, places, culture, produce and achievements.

Applications for sponsorship of up to \$15,000 (exclusive of GST) are being accepted for initiatives celebrating Queensland Day (6 June), held between 1–9 June 2024.

Applicants should thoroughly read and understand these guidelines before applying as they incorporate the terms and conditions of the sponsorship.

### Program objectives

The Queensland Day Sponsorship Program encourages Queenslanders to celebrate and commemorate Queensland Day in a way that reflects the unique culture, heritage and aspirations of their own community.

Initiatives will, at a minimum, need to meet the following objectives:

- actively raise community awareness of Queensland Day and Queensland themes
- create a sense of local or statewide pride
- encourage community participation and engagement
- contribute to a statewide program of diverse, inclusive and innovative community events, celebrations and promotions
- promote social, cultural and economic benefit to the community
- showcase local or Queensland entertainers, artists, themes, produce or icons.

### Who is eligible to apply?

An applicant wishing to apply for Queensland Day sponsorship must be either:

- an incorporated body operating in Queensland on a not-for-profit basis, such as an incorporated association or a company limited by guarantee
- a local government
- Regional Tourism Organisations

- community and festival organisations
- a Parents and Citizens' Association which can demonstrate wider community benefit and participation for the initiative.

Larger or statewide organisations operating branches across a number of regions may submit one application per branch.

### Ineligible

Individuals, businesses or organisations operating for profit, Queensland Government departments, agencies and statutory authorities, Federal Government departments and agencies, public or private schools, or members of Parliament are ineligible to apply for sponsorship.

Sponsorship will not be offered to applicants for the purpose of providing sponsorship or grants to third parties.

### Eligibility criteria

To be eligible for sponsorship consideration, initiatives must be:

- held to celebrate Queensland Day, with Queensland Day acknowledged in some manner within the initiative title, subtitle and/or programming
- conducted between 1–9 June 2024 (to commemorate Queensland Day on 6 June)
- inclusive and accessible to the Queensland community
- held to meet the program objectives as detailed in these guidelines
- targeted at the wider community (elements within the overall celebration may be targeted at specific audiences).

Overall, your initiative must meet the program objectives and be accessible to the wider community. Generally, this requires that your initiative is free of charge and caters to a range of community members.

Examples of initiatives that fall within these criteria include:

- concerts
- festivals
- family fun days
- markets
- parades
- barbeques
- active recreation activities.



## Sponsorship Program

Within your overall program, you may consider including additional elements, for example forums, promotions, competitions, displays or exhibitions.

### Ineligible initiatives

Applications will not be considered for initiatives that are:

- held outside the period of 1–9 June 2024
- held outside of Queensland
- operated for commercial or business profit
- private initiatives for members or via invitation only
- politically or religiously focused
- held to commemorate other ‘celebration’ days such as World Environment Day
- business related (conventions, conferences and incentive travel)
- primarily a fundraising activity for the applicant, external beneficiary or where profits will be donated to another not-for-profit organisation
- held to promote an organisation, brand or product.

### Sponsorship considerations

Applicants are strongly encouraged to consider whether the proposed initiative more closely aligns with an alternative Queensland Government funding program (for example, sport, multiculturalism, environment).

Visit [www.qld.gov.au/grants](http://www.qld.gov.au/grants) for more information about Queensland Government funding programs.

The Queensland Government approaches sponsorships on a whole-of-government basis. If you have applied for, or are successful in, receiving funding from the Queensland Government or a Queensland Government statutory body (for example, Tourism and Events Queensland) for your initiative, you must disclose this as part of your application. This funding will not preclude your initiative from receiving this sponsorship.

It should be noted sponsorship from the Queensland Government should not be relied on for continuity of your initiative.

Successful applicants must hold and maintain public liability insurance and workers compensation and/or insurance for volunteers.

Any costs associated with obtaining required permits, licences and/or authorisations to conduct the initiative should also be included in the budget.

### Level of sponsorship available

Sponsorship support of up to **\$15,000** (exclusive of GST) per initiative will be considered through this program.

The maximum amount requested within your application (including other Queensland Government funding) should represent no more **than 50 per cent of the overall expenditure budget**. Therefore, applicants are required to make a significant contribution to the proposed initiative, which may be in the form of in-kind support.

This sponsorship will be applied to the overall initiative costs.

A budget template is provided as part of the application form and applicants are required to detail specifically how the Queensland Day sponsorship funding will be spent, should the application be successful.

### Assessment criteria

Once eligibility criteria has been checked, each conforming application will be evaluated and rated against a set of assessment criteria as part of a competitive process. Applications which do not meet the eligibility criteria will not be considered further.

The assessment criteria is as follows:

- 1 Ability to address the program objectives of the Queensland Day Sponsorship Program and engage the whole community in a Queensland Day focused initiative.
- 2 Includes ‘Queensland Day’ in the initiative title, subtitle and/or will feature Queensland Day branding elements (to be provided).
- 3 Presents a thorough initiative plan and marketing strategy demonstrating innovative practices and/or creative ideas and provides proposed methods for delivery, promotion, sponsorship acknowledgement and evaluation.
- 4 Presents a budget that is comprehensive, realistic, provides value for money and clearly outlines how sponsorship funding is to be spent should the application be successful.
- 5 Enhances the profile of Queensland Day.
- 6 Demonstrates the local community’s need and/or support for the initiative, including the ability to sustain the initiative beyond the sponsorship program.



## Sponsorship Program

When applying, applicants must disclose all matters that would affect the Queensland Government's decision to approve the sponsorship allocation. The Queensland Government reserves the right to undertake reasonable checks of applicants at its discretion. Such checks may include referee and financial checks of the applicant.

### How to apply

Applications for sponsorship will only be accepted via the official online application form.

The application form is designed to collect information to allow for detailed consideration and comparison of applications. This includes applicant, initiative and budget details. An opportunity to address the program objectives is also provided.

Before an application can be considered, all areas of the official online application form must be completed, and the following documents attached:

- 1 certificate of incorporation (if appropriate) or other evidence of the organisation's status
- 2 two letters of support from community representatives (external to the applicant)
- 3 copy of public liability insurance
- 4 copy of workers compensation and/or insurance for volunteers.

Applications that do not contain all the requested documentation **in full** at the time of submission will not be considered. Therefore, it is recommended that letters of support are requested early and if necessary, insurances put in place during your application process.

Applications close **5pm, 31 August 2023**. Late applications will be ineligible and will not be assessed.

### Timeline

#### Acknowledgment

Receipt of all applications will be acknowledged via email. Please ensure you provide an email address on your application form.

If an applicant does not receive an email within three business days of submitting a nomination, they should immediately notify the Program Coordinator by email at [qlddaysponsorship@premiers.qld.gov.au](mailto:qlddaysponsorship@premiers.qld.gov.au) or telephone (07) 3003 9200.

It is the applicant's responsibility to ensure receipt of the application by confirmation email and no responsibility will be taken for applications which are not received by the closing date.

#### Assessment

The success of your application is determined by its merits against the assessment criteria and program objectives, and in competition with other submissions.

The number and value of sponsorships awarded will be at the discretion of the Queensland Government. Applicants may be offered less sponsorship funding than the amount in their application.

Successful applicants will be required to enter into a sponsorship agreement with the Queensland Government which, among other matters, will require the successful applicant to provide sponsorship entitlements to the Queensland Government.

#### Notification

All applicants will be advised of the outcome in writing.

All decisions and recommendations in relation to the application process are final and no appeals against outcomes of the sponsorship program will be considered.



## Sponsorship Program

### Terms and conditions

#### Invitation to offer for the 2024 Queensland Day Sponsorship Program

The invitation for applications to be submitted for the 2024 Queensland Day Sponsorship Program is conducted by the State of Queensland acting through the Department of the Premier and Cabinet (ABN 65 959 415 158) in accordance with these Guidelines and the following terms and conditions.

#### Definitions

- 1 In these terms and conditions:
  - a 'Application' means the official application for sponsorship submitted online by the applicant as part of the 2024 Queensland Day Sponsorship Program
  - b 'Closing Date' means 5pm on 31 August 2023
  - c 'DPC' means the State of Queensland acting through the Department of the Premier and Cabinet
  - d 'Guidelines' means the 2024 Queensland Day Sponsorship Program Guidelines which are to be read in conjunction with these terms and conditions
  - e 'Initiative' means the initiative detailed in the Application for which the applicant is seeking sponsorship
  - f 'Personal Information' has the same meaning as in the *Information Privacy Act 2009* (Qld)
  - g 'Sponsorship Agreement' means the written sponsorship agreement to be entered into between DPC and each successful applicant.

#### Eligibility of applications

- 2 Applicants must be within the class of eligible entities stated in the Guidelines.
- 3 DPC's decision upon the eligibility of an applicant will be final.
- 4 Applications received after the Closing Date will be ineligible and will not be assessed.
- 5 It is the applicant's responsibility to ensure the Application is received by DPC.
- 6 To be eligible, Applications must contain all information specified in the Guidelines and must be submitted online at [www.qld.gov.au/queenslandday](http://www.qld.gov.au/queenslandday).

- 7 The Initiative must meet the eligibility criteria set out in the Guidelines and must not be an ineligible Initiative listed in the Guidelines.
- 8 DPC's decision upon the eligibility of an Initiative will be final.
- 9 By lodging an Application, applicants agree to be bound by the terms and conditions set out in the Guidelines.
- 10 Applications which do not comply with the Guidelines or the terms and conditions are deemed to be invalid.

#### Liability

- 11 Except for any liability that cannot be excluded by law, DPC (including its officers, employees and agents) are excluded from all liability (including negligence) for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or, arising in any way out of an Application or participation in the 2024 Queensland Day Sponsorship Program.
- 12 The conduct of inviting Applications does not give rise to any legal or equitable relationship.
- 13 DPC may change the program Guidelines and these terms and conditions or cancel or vary the application process at any time, whether before, on or after the Closing Date.
- 14 No person shall be entitled to claim compensation or loss from DPC for any matter arising out of the application process, including but not limited to failure by DPC to comply with the Guidelines or these terms and conditions.

#### Assessment

- 15 The Application will be assessed by an independent panel in accordance with the assessment criteria set out in the Guidelines. All decisions in relation to the assessment of Applications are binding and final and there is no process of appeal.

#### Personal information

- 16 The applicant acknowledges that all information, including Personal Information, contained in the Application may be disclosed to the assessment panel for the purpose of assessing the Application.



## Sponsorship Program

- 17 By submitting an Application, the applicant:
- authorises the use and/or publication of the applicant's name and details of the Initiative, in relation to any editorial, promotional or advertising purposes in conjunction with the 2024 Queensland Day Sponsorship Program, whether in hard copy, or on DPC's website or social media platforms
  - acknowledges DPC, its officers, employees, and assessment panel members may use and disclose any of the information provided in the Application, including Personal Information, to Queensland Government departments or agencies and Queensland Government bodies in connection with the administration of the 2024 Queensland Day Sponsorship Program, including to verify whether other sponsorship or funding has been received by the applicant
  - acknowledges DPC, its officers, employees, and assessment panel members may disclose any of the information provided in the Application, including Personal Information, to the referees stated in the Application for the purpose of verifying the information contained in the Application.
- 18 The applicant warrants that the use of such information or material by DPC will not infringe its rights or the rights of any third party or any law.
- 19 The applicant agrees that by submitting an Application in accordance with these terms and conditions it is not in breach of any law, its constitution or any other requirement it is bound to comply with.
- 20 The applicant acknowledges that the *Right to Information Act 2009* (Qld) provides members of the public with a legally enforceable right to access documents held by Queensland Government agencies, subject to the exemptions under the *Right to Information Act 2009* (Qld).
- Successful applications**
- 21 The quantum of sponsorship provided to each successful applicant is at the discretion of DPC and shall not exceed \$15,000 (excluding GST) per Initiative.
- 22 DPC reserves the right not to allocate the total amount of sponsorship support available under the 2024 Queensland Day Sponsorship Program if, in the opinion of the assessment panel, there are insufficient Applications of suitable merit.
- 23 Successful applicants will be required to enter into a Sponsorship Agreement, including separate terms and conditions, within a reasonable time of being notified that the Application has been successful.
- 24 A copy of the draft terms and conditions may be provided upon request. The draft terms and conditions are subject to change prior to a Sponsorship Agreement being entered into.
- 25 Provision of the sponsorship support to the successful applicant will be subject to, and conditional upon, the applicant executing the Sponsorship Agreement.
- 26 By submitting the Application, the applicant agrees that if successful, it will:
- provide sponsorship entitlements to DPC, which will be included in the Sponsorship Agreement, including, but not limited to:
    - logo acknowledgement (in print and online form) subject to the terms and conditions in the Sponsorship Agreement
    - verbal acknowledgement (including, but not limited to, speeches, Master/s of Ceremony notes and announcements)
    - promotion of Queensland Day via the successful applicant's social media, and other relevant platforms
    - acknowledgment in event media and publicity relating to the Initiative
    - display of Queensland Government provided signage in connection with the Initiative
    - speaking opportunities for the Premier or representative in connection with the Initiative
    - provision of photographic images in connection with the Initiative (with a perpetual, royalty-free, non-exclusive licence for DPC to use the images) and signed photo consent forms in respect of any identifiable persons appearing in the images
    - incorporation of 'Queensland Day' in the initiative title



## Sponsorship Program

- (ix) incorporation of key Queensland Day messaging and promotion of the broader event program in connection with the Initiative.
- b provide all advertising materials in connection with the Initiative to DPC for approval prior to publication or release
- c comply with all laws (including any Public Health Directions) and obtain and hold all required licences, permits, insurances and authorisations from private, local, state or federal authorities necessary to host the Initiative and provide copies of same to DPC on request
- d plan the Initiative taking into account any Public Health Directions in place.

### Insurance

- 27 Successful applicants agree that they must hold and maintain the following insurances during the term of the Sponsorship (as per the Sponsorship Agreement):
  - a public liability for a sum of not less than \$20 million per claim arising from any one event in respect of accidental death of, or accidental bodily injury to persons, or accidental damage to property, arising out of or in the course of hosting the Initiative or providing sponsorship entitlements, with an insurer authorised by the Australian Prudential Regulation Authority to operate in Australia
  - b workers compensation insurance in relation to employees of the successful applicant in accordance with the *Workers Compensation and Rehabilitation Act 2003* (Qld) and/or insurance for volunteers.

- 28 Successful applicants must provide to DPC, in accordance with the terms and conditions of the Sponsorship Agreement, copies of certificates of currency demonstrating the required insurance covers.

### Payments and GST

- 29 The applicant acknowledges that, should the applicant's Application be successful, the total amount of sponsorship committed to the applicant's Initiative will be paid by DPC in milestone instalments as follows:
  - a on signing of the Sponsorship Agreement
  - b on the completion of all reporting requirements or as otherwise agreed by DPC.
- 30 The applicant acknowledges that if the Application is successful, the sponsorship amount payable is exclusive of GST and the applicant will be required to submit a valid tax invoice to DPC for the sponsorship fee.

### Reporting

- 31 By submitting an Application, applicants acknowledge that if the Application is successful, the applicant will be required to provide at least two reports to the DPC nominated Program Coordinator as follows:
  - a status reports, including outlining the planning to-date and compliance with any current Public Health Directions
  - b expenditure reports outlining how the Sponsorship Fee was expended
  - c a final report detailing specifics of the outcomes of the Initiative, including a financial acquittal.

---

## For further information contact:

### Queensland Day Sponsorship Program Coordinator

Events and Engagement

Department of the Premier and Cabinet

Telephone: (07) 3003 9200

Email: [qlddaysponsorship@premiers.qld.gov.au](mailto:qlddaysponsorship@premiers.qld.gov.au)

Web: [www.qld.gov.au/queenslandday](http://www.qld.gov.au/queenslandday)