

SPONSORSHIP POLICY

POLICY: Ports North are a key economic driver and a major employer in the Far North Region. Sponsorships are undertaken to establish closer community ties through its sponsorship of education, community festivals and events, environmental programs and local sporting associations.

Ports North recognises that as a major corporation it has a responsibility to make a positive contribution to the Far North Region and this policy aligns with the overall corporate vision to *'be a successful, sustainable Port operator and a valued contributor to regional economic growth'*.

GUIDELINES The following list of criteria should be considered when assessing and approving sponsorship proposals.

The sponsorship -

- Has a natural link to Ports North's corporate objectives;
- Provides significant economic benefits to Cairns and the Far North Region
- Enables Ports North to engage with its business interests and target audience (customers and stakeholders);
- Promotes Ports North's commitment as a good corporate citizen
- Supports community areas impacted by Ports North's operations

Sponsorships can take the form of either financial assistance or an in kind contribution resulting from the use of Ports North services or facilities. The type of initiatives that Ports North might support could include:

- Environmental programs
- Educational initiatives
- Cultural events
- Business Development initiatives such as conferences and workshops
- Community and regional festivals and events
- Charities

All applications for sponsorship should be forwarded to the General Manager Corporate Services for consideration and processing.

All sponsorship proposals should include:

- Description and objectives of the sponsorship initiative
- Key benefits to Ports North and the community
- Profile of target audience and reach
- Level of sponsorship being sought (major, co-sponsor, minor)
- Sponsorship amount/s including options
- Timeline for the sponsorship initiative
- Process for evaluating the success of the sponsorship arrangement

To assist in preparing a sponsorship proposal the attached Sponsorship Request Form should be completed.

Where possible planned sponsorships are to be identified as part of the Business Planning process for approval by the Board of Directors.

Unplanned sponsorships are to be approved by the Chief Executive Officer and in the event they are above \$5,000 the Board of Directors will be consulted.

A time frame of 6-8 weeks is required for assessment and confirmation of a decision for sponsorship proposals. Proposals received with less time than this may not be considered.

APPROVED BY:	Board of Directors	DATE:	21 February 2013
APPROVING AUTHORITY	Board of Directors		
DELEGATION INSTRUMENT	Board Resolution – 28 May 2010		
CUSTODIAN:	General Manager Corporate Services		
COMMENTS:	Corporate Governance Review – February 2010 Revocation of the Government’s Sport and Recreation Sponsorships Policy – 30 January 2013 Reviewed by the Board – 27 February 2015 Reviewed by the Board – 24 February 2017		