

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.

Prior to the approval of any new sponsorship investment of \$50,000 or more per annum, consultation must occur with the Sport and Recreational Services with the Department of Communities. Any sponsorship of this value needs to be consistent with the Queensland Government's Sport & Recreation Sponsorship Policy.

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.

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|------------------------------|---|--------------|------------|
| APPROVED BY: | Board of Directors | DATE: | April 2011 |
| APPROVING AUTHORITY | Board of Directors | | |
| DELEGATION INSTRUMENT | Board Resolution – 28 May 2010 | | |
| CUSTODIAN: | General Manager Corporate Services | | |
| COMMENTS: | Corporate Governance Review – February 2010 | | |

Thank you for considering Ports North to support your initiative.

Please lodge via post or email, allowing two months' lead time for assessment and confirmation of decision.

| | | | | | |
|-----------------------|--|-------------|--|-------------|--|
| Organisation | | | | | |
| | | | | | |
| Name | | | | | |
| | | | | | |
| Postal address | | | | | |
| | | | | | |
| Email address | | | | | |
| Tel: | | Mob: | | Fax: | |

| | | | |
|---|-----------------------------|------------------------------|-----------------------------|
| Is your organization registered for GST? | | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Does your organization have an Australian Business Number (ABN)? | | | |
| Yes <input type="checkbox"/> | No <input type="checkbox"/> | Number: | |

Please tell us about your sponsorship initiative:

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|---|
| Name of sponsorship initiative |
| |
| Date of sponsorship initiative |
| |
| Summary of the sponsorship initiative |
| |
| What are the benefits to the community |
| |

What are the benefits to Ports North

Naming Rights Media Exposure Signage Logo Staff Volunteer Opportunity
 Tickets

Tell us about the financial aspect to your project:

What is the sponsorship amount requested or sponsorship options available including costs of each option

Sponsorship Evaluation:

Indicate the category into which your sponsorship best fits

| | | | |
|-------------|--------------------------|--------------------|--------------------------|
| Environment | <input type="checkbox"/> | Community benefits | <input type="checkbox"/> |
| Arts | <input type="checkbox"/> | Social / Health | <input type="checkbox"/> |
| Education | <input type="checkbox"/> | | |

Marketing and promotional plans including time frames

How will you evaluate the success of the sponsorship? What data of other information can you provide at the conclusion of the event

Please complete sponsorship request form and return to:

Post: General Manager Corporate Services

Ports North

PO Box 594

CAIRNS QLD 4870

Email: enquiries@portsnorth.com.au

Fax: (07) 4052 3853

If you have any further enquiries, please call (07) 4052 3888