



# Sponsorship and Donations Procedure

## Objective

This procedure provides a framework for managing requests for sponsorships and donations from The Public Trustee and describes how Public Trustee personnel should handle these requests.

## Purpose

The Public Trustee seeks to establish and maintain enduring and mutually beneficial relationships with the communities of which it is a part; ensuring that The Public Trustee's activities generate positive economic and social benefits for and in partnership with these communities.

## Scope

This policy applies to all Public Trustee employees at all office locations. The Public Trustee's Sponsorship program provides a focus for our community support initiatives. Through this program, The Public Trustee supports organisations and events that are valued by our communities and which share our values, in the six focus areas of:

- Arts and culture
- Community wellbeing
- Education and youth
- The environment
- Health
- Indigenous matters.

## Process

The Public Trustee has a fixed annual budget which is allocated each year to a variety of recipients in communities with which The Public Trustee is involved.

## Criteria

Applications for funding must address, and will be assessed against, the following criteria.

## Who

- Describe your organisation and its role in the community.
- What is the alignment between your organisation and The Public Trustee?
- Who in the community will benefit from your project/event/activity?
- Have you had any previous association with the office of The Public Trustee or the communities with which it is involved?
- Provide the full contact details for The Public Trustee to respond to your request.

## Where

- In what regions/areas will the project/event/activity occur?
- Describe the connection between these regions/areas and The Public Trustee's business.





## What

- Outline the project/event/activity for which you are seeking support.
- Which of The Public Trustee's six focus areas (listed above) does the project/event/activity fit against?
- What positive outcomes do you expect to achieve?
- What evidence can you provide that these outcomes will be achieved?
- How much funding (dollars or in kind) are you seeking and for what period of time?
- What specifically, will the funds be used for?

## Why

- Why you are seeking support from The Public Trustee?
- What other supporters have you secured (please provide names)?

## When

- When is your project/event/activity being held?
- When do you need to know the outcome of your request?

## Sponsorship benefits

- What are the opportunities or benefits available to The Public Trustee as a supporter of your event/project? (Examples include hospitality and acknowledgement through signage, publications, websites, advertising.)
- Are there opportunities for Public Trustee staff to be involved? If so, please describe them.

## Publicity

- How do you plan to advertise and promote the event/project?

## Other

- Are there any other details you would like to provide?

## Timeframes for approval of funding

The major components (greater than \$20,000) of The Public Trustee's Sponsorship program are generally agreed 12–18 months in advance of the activity or event for which they are required.

For requests for funds under \$20,000, submissions must be received at least three months before the time the recipient will require confirmation of the funding outcome.

## Application process

All proposals are reviewed by the Director Marketing and Communication and submitted to the Marketing and Communication Committee for consultation and review to assess suitability, feasibility, and resources required (human and financial).

The organisation requesting funds will be notified within four weeks of lodgement that its proposal has been received.

Proposals addressing the criteria listed above should be sent via email to

[marcoms@pt.qld.gov.au](mailto:marcoms@pt.qld.gov.au) or posted to Director Marketing and Communication.

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