



WCAA SPONSORSHIP POLICY AND APPLICATION FORM



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ABOUT THIS POLICY

The Western City & Aerotropolis Authority (WCAA) welcomes sponsorship requests from community, business and government for initiatives that contribute to the social, cultural, civic and economic life of the Western Parkland City, and particularly the Western Sydney Aerotropolis.

Applications must be received **at least three months** before the start of your activity, event or program e.g. if your activity is scheduled for 1 September, we must have your completed application by 1 May.

Your request for sponsorship should be a good fit with our key strategic objectives to:

- Create an economy and jobs in the Western Sydney Aerotropolis
- Deliver an industry led national skills & training ecosystem
- Create great places within a 30-minute city, supporting a 24-hour airport
- Deliver mobility, connectivity & systems to move people and goods around the Western Parkland City.

Please read the sponsorship policy thoroughly before applying or contacting us regarding your submission.

If you have any questions, please contact us at contact-wcaa@wcaa.sydney

Last updated 5 June 2020.

Policy

1. Policy Statement

The Western City & Aerotropolis Authority (WCAA) may enter commercial agreements to support a diverse range of activities, programs or organisations which contribute to strategic functions or deliverables of Western Parkland City and the Western Sydney Aerotropolis.

WCAA may engage in sponsorships with external organisations which align with WCAA strategic objectives, in some cases to drive events and programs or to activate placemaking initiatives within a larger program of work.

2. Objectives and Scope

Sponsorship is a commercial arrangement in which a person or organisation provides a contribution in money or in-kind support for certain specified benefits.

It includes partnering or aligning with an organisation for support or benefits. It does not include funding agreements, grants, gifts, donations, stand-alone membership or advertising.

This policy sets a framework for WCAA to secure, manage and review sponsorships and grant sponsorships.

This policy sets out the principles and objectives for the WCAA in proposing or evaluating requests for sponsorship.

It also aims to ensure that sponsorships are secured and granted in accordance with Government sector wide guidelines as outlined in the Independent Commission Against Corruption's (ICAC) [Sponsorship in the Public Sector](#), and ICAC's [general advice](#) on Sponsorship.

This policy applies to all Board members, executives and staff of WCAA.

This policy applies to all sponsorships including corporate sponsorships of any conferences.

The policy must be considered when assessing the benefits of both incoming and outgoing sponsorships.

3. Core principles

- WCAA's sponsorship activities are to be in pursuit of its strategic objectives and consistent with its statutory objects and functions.
- WCAA does not engage in sponsorship for purely charitable or philanthropic purposes.
- All activities, evaluations and sponsorship related matters must be conducted in an ethical and transparent manner and comply with the values and principles contained in the WCAA Code of Ethics and Conduct.

- All staff and representatives of WCAA will ensure they are not, nor are perceived to be, in a conflict of interest with any sponsors.
- Staff or representatives who have, or may be perceived to have a vested or a conflict of interest in the outcome of a sponsorship decision must disclose any conflict to the manager and act in line with the WCAA Code of Ethics and Conduct section on Conflicts of Interest.

4. Criteria

WCAA may consider sponsorship for events and activities which align with WCAA's strategic objectives. WCAA may consider sponsorship that adds benefit in the following areas:

- Create an economy and jobs within the five key precincts of the Western Sydney Aerotropolis
- Deliver an industry led national skills & training ecosystem
- Create great places within a 30-minute city, supporting a 24-hour airport
- Deliver mobility, connectivity, and systems to move people and goods around the Western Parkland City.

Sponsorships must:

- Align with NSW Government and WCAA priorities
- Be sought and granted using broad-based, open processes that are not limited solely to invited sponsors
- Not impose or imply conditions that may limit (or appear to limit) WCAA's ability to carry out its functions fully and impartially
- Not seek endorsement by WCAA of an entity or product / service.

WCAA may consider events, projects and programs which:

- Respond to our commitment to Connecting With Country and cultural design principles, or enhance our engagement with Indigenous communities in the Western Parkland City
- Support education, skills and training in the Western Parkland City for people of all ages
- Support the aspirations and education of young people
- Promote diversity and target hard-to-reach stakeholders
- Support or engage with local communities in the Western Parkland City through arts, culture, heritage, environmental or other beneficial programs
- Contribute to a robust economy in the Western Parkland City, including industry events, conferences, workshop and speaking engagements

- Support the broader objectives of the NSW Government to activate NSW, Greater Sydney, the Western Parkland City and the Aerotropolis through investment attraction, and the delivery of built, digital and social infrastructure.

WCAA reserves the right to decline an application for sponsorship from any party without justification or commentary.

5. Ineligibility

The corporate values of all sponsors and organisations sponsored by WCAA must align with those of WCAA and not compromise WCAA's reputation, public image or probity.

WCAA will not accept sponsorships from or grant sponsorships to organisations that:

- Conflict with WCAA's values and strategic goals or those of the NSW Government
- Would limit or appear to limit WCAA in carrying out its functions.

WCAA will not sponsor the following activities:

- Events and activities that do not relate to WCAA strategic objectives
- Donations to charities whether in cash or in kind, where there are no contracted benefits in exchange for funds
- Purchase or sale of advertising space.

WCAA will not sponsor activities, organisations or events that:

- Are associated with political organisations
- Are associated with religious organisations
- Promote gambling
- May be considered as discriminatory
- Could be detrimental to public health and safety
- Promote or encourage the use of alcohol, tobacco, unhealthy or illegal substances
- Are deemed to pose a potential reputational risk
- May be subject to regulation or inspection by WCAA.

No employee of WCAA can receive a personal benefit from a sponsorship agreement. This includes hospitality, tickets, memberships, travel, accommodation, gift hampers etc in line with WCAA Gifts and Benefits Policy.

6. Benefits of Sponsorship

The types of benefits that may be required from a sponsorship generally includes one or more of the following:

- Naming rights or other sponsorship designation recognition
- Brand exposure on promotional material including advertising, communications, websites or online material, and signage
- Public relations or external communications opportunities
- Use of 'talent' to promote specific messages or outcomes
- Permitted use of photographic or digital recording for promotional purposes via print and digital media including social media
- Access to website space, use of social media channels or other opportunities which engage with the target audience
- Other opportunities to engage with community or commercial stakeholders, or to generate a greater community awareness for WCAA messages or objectives than may otherwise be achievable.

7. Other principles and considerations

- All sponsorship agreements must contain explicit commitments to the benefits to be delivered in return for the sponsorship.
- A sponsorship must not impose conditions that could limit, or appear to limit, the ability of WCAA to carry out its functions fully and impartially.
- Sponsorships will not be constructed to provide explicit endorsement of the sponsor or the sponsor's products.
- WCAA will follow processes to ensure that sponsorships align with the purposes and objectives of WCAA, offer benefits to WCAA that are consistent with the support given and deliver value for Government and its stakeholders.
- Not all sponsorship proposals that meet the assessment criteria will be funded.

8. Application and assessment process

To apply for sponsorship with WCAA, complete the WCAA Sponsorship Application Form at the end of this document and forward it to WCAA at contact-wcaa@wcaa.sydney for consideration by WCAA staff.

All applications for sponsorship are reviewed by the Executive Director – Strategy & Engagement, who will approve the sponsorship proposal, seek further advice as required, or advise whether the application was endorsed or not.

Any unsolicited approach to sponsor an event, activity, program or project, may be

subject to an initial assessment. If the sponsorship meets the criteria in this policy, the organisation may be asked to apply formally by completing and submitting the application form at the end of this document.

9. Timeframes for processing applications

Please submit your sponsorship application **at least three months** before your event or activity to allow us to assess your application with due diligence and in accordance with the requirements of this policy.

WCAA will assess your sponsorship proposal within six weeks from when we receive it, so you will know if your sponsorship is successful or not.

If your application is successful, we will contact you to complete the application process.

10. Sponsorship Agreement and management

If your application is successful, you will need to enter into a written agreement with WCAA that details the obligations of each of the parties.

Sponsorship Agreements should clearly set out:

- Value (in cash)
- Agreed in-kind value of goods and/or services being provided by both parties
- All benefits provided by the sponsor
- Timeline of agreed benefits, payments, and any conditions attached to payments, i.e. expectations and approvals
- Terms of the sponsorship and any conditions regarding renewal
- Provision for termination or suspension of the agreement and any special conditions that apply.

All references to NSW Government and WCAA including logos are to be approved by WCAA Strategy & Engagement and will be subject to the NSW Branding Guidelines.

Conversely, WCAA will provide an invoice for payment at the issuing of a sponsorship agreement. No benefits should be received or provided until the Sponsorship Agreement has been executed by both parties.

Sponsorship agreements will have mandatory reporting requirements. If sponsors fail to meet the reporting requirements or the agreed conditions, WCAA may suspend its support or cease to provide further sponsorship.

The sponsored organisation may be required to participate in sponsorship management and activation meetings for the duration of the sponsorship. These are usually held at commencement then at appropriate intervals during the sponsorship.

11. Evaluation

Where appropriate, evaluation measures will be included in the written agreement.

At the conclusion, each sponsorship will be evaluated, taking into consideration:

- Results achieved against the objectives specified in the sponsorship
- How closely the terms of sponsorship were met
- The success of the sponsored activity or event
- Whether or not any conflicts of interest arose
- The benefits for WCAA.

12. Sponsorship register

WCAA will maintain an annual register of all requests of sponsorship. A summary of WCAA sponsorships may be recorded in the WCAA Annual Report.

13. Accountabilities for this Policy

The approver of this policy is the Chief Executive Officer, WCAA.

The owner of this policy is the Executive Director – Strategy & Engagement.

The owner is responsible for:

- The overall implementation of this policy
- Ensuring that this policy is adhered to and that staff are aware of the obligations under this policy
- Reviewing the policy at the reviewed date
- Reporting on the policy as required.

14. Sponsorship Application Form

Please complete the application form at the end of this policy. We cannot assess your application unless the form is completed. Before you apply, please ensure that relevant NSW Government policies have been considered, including (but not limited to):

- The WCAA [Delivering the Western Parkland City Strategy](#) document – this will help you explain how your event or activity aligns with our strategy
- ICAC Sponsorship in the Public Sector
- WCAA Code of Ethics and Conduct.

Application for WCAA Sponsorship

Please download the application form, complete it and email it to: contact-wcaa@wcaa.sydney

What do you want WCAA to sponsor?	
Your name and title:	
Your organisation:	
ABN:	
Your email:	
Your best contact number:	
Your website:	
Your social media:	
In 200 words or less please provide us with a background and credentials of the organisation including its values, purpose history and length of operation?	
About your event or activity	
What is the name of the event or activity?	
What is the date of the event, activity or activities?	
Is this a one-off activity or annual event?	
What is the venue or location of the event? If it is an online event, provide the digital address.	
Does your organisation have any previous history of sponsorship with WCAA or NSW Government? If so, what were the activities and when were they	

held?	
The WCAA Strategy sets out our priorities as an organisation. How does your event or activity fit in relation to WCAA's key strategic priorities ?	
About the sponsorship	
What type of sponsorship are you applying for e.g. cash or value in kind?	
If it is a cash sponsorship, what is the amount you are seeking?	
Is there a sponsorship hierarchy and if so, what are the levels e.g. Major Partner, Official Supplier, Supporting Sponsor Gold, Silver or Bronze? Please include the dollar values.	
What is the maximum number of sponsors who could be involved and at what level/hierarchy?	
Do you have other sponsors? If so, who are they and at what level are they sponsoring you?	
How will the sponsorship funds provided by WCAA predominately be used? E.g. prize money, staffing.	
What are the proposed sponsorship outcomes?	
Who is the target audience? Please include any supporting research and demographics.	
What is the estimated reach of your activity or event i.e. how many people see, attend or are involved? You may include social media metrics based on past events.	
Do you have any confirmed media partners? If so, who are they and what is the expected media exposure?	
In 300 words or less, please describe how your activity, event or organisation	

<p>meets the eligibility criteria described in section 2.</p>	
<p>How will your organisation manage the sponsorship and what resources will manage the project?</p>	
<p>How will your project be managed? Are there meetings or strategic activities that a WCAA staff member will need to attend?</p>	
<p>How will you report to WCAA on the progress of your event or activity and when will you do so?</p>	
<p>How will success be measured following the activity or event?</p>	
<p>When will your final report be submitted?</p>	
<p>Thank you for your request. We will advise you as soon as possible within the next six weeks on the outcome of this application.</p>	