



2023 Queensland Day Sponsorship Program – Fact sheet

What is Queensland Day?

Queensland Day is an annual celebration of the state's birthday on 6 June and acknowledges the official separation of Queensland from New South Wales as an independent colony on 6 June 1859. In 2023, we celebrate 164 years of Queensland with the annual celebration of the state's culture, heritage, people and industry.

In celebrating Queensland Day, the community can share a sense of pride in being both Australian and a Queenslander. It is a time to reflect on how lucky we are to be part of such a wonderful lifestyle.

What is the Queensland Day Sponsorship Program?

The program allocates sponsorships of up to \$15,000 (excluding GST) per initiative for organisations and community groups to plan and host their own Queensland Day event/s to be held between Saturday 3 and Sunday 11 June 2023.

How much can I be apply for?

Each applicant can apply for up to \$15,000 (excluding GST) per initiative.

The amount you apply for must be no more than 50 per cent of the overall budget. Therefore, your organisation needs to make a contribution to the initiative (cash and/or in-kind) or secure external sponsors, or a combination of both.

Your sponsorship request must be fully justified in the budget you provide as part of your application.

Who can apply?

Applications are invited from incorporated bodies operating in Queensland on a not-for-profit basis (e.g. incorporated associations or companies limited by guarantee), local governments, Regional Tourism Organisations, community and festival organisations or Parents and Citizens Associations that can demonstrate wider community benefit and participation for the initiative.

Applications will not be accepted from 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.

What if my organisation is not incorporated?

Non-incorporated bodies may apply but the application must be auspiced by an incorporated body that accepts legal and financial responsibility for the sponsorship. You will need to provide these details as part of your application.

The applicant, or the organisation auspicing the sponsorship application, must have the capacity to administer the sponsorship in accordance with the sponsorship reporting requirements.

My organisation operates several branches across the state. Is each branch allowed to submit an application?

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

A branch is part of a larger organisation, having significant local capacity and identifiable client or member base in its own right, and a committee to oversee the operations of the branch.



Our organisation is looking at submitting a joint application with another organisation. Will we be eligible?

Yes, a consortium of eligible organisations may submit a joint application for sponsorship however the upper limit of \$15,000 (excluding GST) towards eligible costs of the initiative will apply.

Do I need an ABN (Australian Business Number)?

No, you are not required to have an ABN. However, if your organisation is successful you will be required to complete an Australian Taxation Office (ATO) Statement by a Supplier form. There are tax implications for not supplying an ABN. Please contact the ATO at www.ato.gov.au to find out more.

Do I need to be registered for GST?

No, you do not need to be registered for GST. If you are not eligible for GST, no GST will be payable.

Am I able to secure additional sponsorship from the Queensland Government for my Queensland Day event?

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 (e.g. 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.

What if we are waiting to hear back about sponsorship applied for from another Queensland Government agency for our initiative?

Please provide these details as part of your application.

What types of initiatives are eligible?

Events should be held to celebrate Queensland Day and engage as much of the community as possible.

Types of initiatives that will be considered for sponsorship include:

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

This list is not exhaustive, and you are welcome to submit a proposal for a different type of event that fits within the criteria listed in the guidelines.

Ideally, your event should be free to allow as many people as possible to attend. Ticketed events will be considered for sponsorship, provided the event is accessible, offers value-for-money and is run on a not-for-profit basis. Please include details of ticketing as part of your application.

Does my initiative have to reference Queensland Day?

Yes, your initiative must have a theme that acknowledges Queensland Day and celebrates what's great about our state, such as our people, our places, our culture and our history. **Events must also include 'Queensland Day' in the title.**

Why does 'Queensland Day' need to be acknowledged in some manner within the event title, subtitle and/or programming?

This requirement is to encourage statewide awareness and support of Queensland Day, and to link all Queensland Day related events and initiatives together.



Can I apply for an initiative that isn't held on or around Queensland Day?

No, this program is only for initiatives held to celebrate Queensland Day in 2023, between Saturday 3 and Sunday 11 June 2023.

For funding outside this period, please refer to other available funding programs at the Queensland Government grants website www.qld.gov.au/grants.

I am hosting an event for another celebration day that falls on or around Queensland Day. Can I apply?

No, events held to commemorate other celebration days should apply for sponsorship from other available Queensland Government programs. The aim of this program is to fund events held to celebrate Queensland Day. Visit the Queensland Government grants website at www.qld.gov.au/grants for other programs.

I would like to hold an event for members of my club. Can I apply?

No, events must not be private or invite only. They must be targeted at, and accessible to, the wider community.

Can I raise money for a charity at my event?

You may consider raising money for a charity at your event if this isn't the primary purpose. This may be in the form of inviting a charity to run the barbeque at your event for a gold coin donation.

You must not hold the event as a fundraising event for your own organisation.

How do I apply?

It is essential that you read the program guidelines before you apply.

Applications must be submitted with the following:

- certificate of incorporation (if appropriate) or other evidence of the organisation's status
- organisation's public liability certificate of currency
- two letters of support from community representatives (external to the organisation)
- organisation's workers compensation and/or a certificate of currency for insurance that covers your volunteers.

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

When do applications close?

Applications close 5pm, Wednesday 31 August 2022.

Is there a word limit on how much I can write in my proposal?

No, however you should ensure your application is concisely written and includes the requested information.

What if our organisation does not have insurance?

As part of the program, an organisation that is successful for sponsorship must hold and maintain the following current insurance policies during the terms of the sponsorship:

- a. public liability for a sum of not less than \$20 million 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 in relation to volunteers of the successful applicant.

It is also recommended, but not required, that the organisation has Personal Accident and Illness insurance for members. If your organisation does not have current insurance, the appropriate



Sponsorship Program

insurance will need to be organised should the application be successful, and proof of insurance provided.

Who can supply a letter of support for my application?

You are required to supply two letters of support with your application. These can be from anyone external to the organisation who can endorse the application, for example, your local councillor or Member of Parliament, a supplier or another business or organisation your organisation has partnered with. It is recommended you request letters of support early in your application process.

What happens if my letters of support have not been provided in time?

At the time of submission, applications must contain all the requested documents in full. Late applications will not be considered, nor will incomplete applications.

How do I complete the budget?

The application form contains a budget section to itemise the costs associated with your event, as well as the income you may receive. Suggestions of what you need to include are listed below. **Your budget should balance (i.e. expense total equals revenue total).**

Expenses:

List all the possible expenses associated with the event even if they are not intended to be covered by the sponsorship offered under this program.

- **Marketing and communications**
Advertising (print, radio, television, outdoor, digital, social media), promotional collateral, programs, marketing activities, public relations, graphic design, associated printing costs.
- **Venue hire and infrastructure**
Venue hire, rigging, generator hire, fencing, toilets, traffic management, hire equipment (marquees, tables, chairs), staging, waste management, wet weather contingency. Please note that hire of an applicant's own venues and infrastructure will not be covered under this program.
- **Materials and supplies**
Consumables, catering, theming and decorations, supplies needed to deliver the event or construct the installation.
- **Performers and external suppliers**
Wages, fees or expenses paid to external suppliers, artists or entertainers.
- **Staffing***
Internal project management, event staff overtime, travel costs, entitlements. If your organisation is providing in-kind support, this must be recorded as both an expense and income (in-kind support).
- **Administration***
Audit and accounting, consumables, bank charges and taxes, electricity, legal and licence fees, office supplies, stationery, telecommunications, insurances, postage and freight.
- **Other**
Any other costs directly associated with the event/s. Refer to the program guidelines as to what is eligible for funding.

**not eligible for sponsorship under this program*

Revenue:

List all the possible sources of revenue associated with the event/s, both cash and in-kind.

- **Cash sponsorships**
Any corporate and private cash sponsorships, or cash donations you will be receiving. Please note if these are not yet confirmed by marking with 'TBC' (to be confirmed). The amount you are applying for under this program should be included here.



Sponsorship Program

- **In-kind support**

Any in-kind support to be provided by external organisations for your event/s. You must also include any in-kind contribution from your organisation. This could include staff/volunteer hours, venue hire, donations and products.

- **Other**

Any other type of income for the event/s including fees charged to stall holders at your event, food, drink and ticket sales.

Notes on how to prepare your budget

- All costs should be listed as GST exclusive.
- You are required to break down what specific elements you propose to spend the sponsorship on.
- Record any in-kind contributions as both revenue and expenses. For example, if your internal staffing costs are estimated as \$5,000, you must include this as an 'expense' and you must also record this as an in-kind contribution by your organisation as \$5,000 in 'revenue'.
- Total expenses must equal total revenue.

Will I receive acknowledgement of my application?

Receipt of all applications will be acknowledged via email, please ensure you provide a correct email address on your application form. If you do not receive an email acknowledgment within three business days, please notify the Program Coordinator by email at qlddaysponsorship@premiers.qld.gov.au or phone (07) 3003 9200.

How will my application be assessed?

Eligible applications will be assessed as part of a competitive process evaluating how well the event aligns with the Queensland Day Sponsorship Program assessment criteria.

When will I find out the outcome of my application?

Applicants will be advised in writing by the end of January 2023.

What am I required to do if I am successful?

You will be required to:

- enter into a sponsorship agreement with the Queensland Government
- promote Queensland Day
- deliver the event as per the proposal
- acknowledge the Queensland Government's support as stipulated in the agreement
- deliver on milestones as detailed in the agreement, including submission of requested reports
- incorporate and display any logos, signage and merchandise provided by the Queensland Government
- regularly liaise with the Program Coordinator regarding the event and approvals
- invoice the Department of the Premier and Cabinet in milestones for the sponsorship amount granted.