



SPONSORSHIP PROCEDURE

DOCUMENT CONTROL TABLE

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1 PURPOSE

The purpose of this Procedure is to outline Metro Tasmania's (Metro) sponsorship process.

2 SCOPE

This Procedure applies to all Metro Employees.

3 PROCEDURE

3.1 SPONSORSHIP PHILOSOPHY

Sponsorship is a commercial arrangement in which a sponsor provides a contribution in money or in "value-in-kind" to support specified activities in return for agreed and defined benefits. Metro believes it is important to be involved in the communities we operate in however does not engage in sponsorship for purely charitable or philanthropic purposes.

We sponsor a range of organisations and events that align with our strategic priorities including:

- Improving road safety
- Reducing travel times and congestion
- Growing patronage on public transport by making it a more attractive choice
- Improving the customer experience with transport services.

We may sponsor through the provision of financial support or "value in kind" support in return for agreed and defined benefits.

3.2 CRITERIA AND EVALUATION

Sponsorship may be provided for organisations such as:

- Charities and cause-related requests for support
- Transport related community education programs
- Industry exhibitions, conferences and trade shows.

That have:

- A sound reputation with Government
- Demonstrated previous performance
- Alignment with Metro brand and activities/objectives/mission/business practices.

Metro will not consider applications that involve:

- Events and activity outside of Tasmania
- Donations to charities whether in cash or in kind, whereby there are no contracted benefits in exchange for funds
- Conditional Grants (for specified activities)
- Community Service Programs.

Metro will not consider organisations, events and activities which:

- Promote or encourage alcohol or any substance abuse
- Are aligned to a political or religious organisation
- May be construed as discriminatory
- Promote gambling
- Could be detrimental to public health and safety.

3.3 WHAT IS EXPECTED IN RETURN FOR SPONSORSHIP?

All successful applications for sponsorship will be required to:

- a) Display the Metro logo within the specifications and guidelines defined.
- b) Report on an agreed basis to Metro of the benefits delivered.
- c) Alert Metro of any conflict of interest or negative publicity or event that will impact on the Metro brand.
- d) Strive at all times to uphold the image of Metro and its corporate values.

In the event that Metro agrees to provide sponsorship to an organisation valued at over \$1,000, the disbursement of funds may be subject to an acquittal that the funds have been spent as agreed.

3.4 APPLICATION PROCESS

Applicants must use the Metro sponsorship application form and include the following information:

- a) Name, full address and a description of organisation, target markets and relevant experience.
- b) Details of contact person involved in the proposed sponsorship.
- c) Type and amount of sponsorship sought.
- d) Details of what the sponsorship will be used for including date and location.
- e) Details of other companies that sponsor organisation/event.
- f) Information about the target audience including estimated number of attendees and demographics.
- g) Details of the benefits of the sponsorship, an estimate of their value and how they will be evaluated and reported.

Metro will respond in writing within fourteen days of receipt for applications up to a value of \$5,000 and within 30 days for applications over \$5,000.

4 RESPONSIBILITIES

It is the responsibility of:

- The Stakeholder and Communications Manager or delegate to review this Procedure and approve if minimal to no amendments occur during its review.
- The Executive Leadership Team to approve this Procedure if moderate to major amendments occur during its review.

5 REVIEW PERIOD

This Procedure will be reviewed every 18 months or earlier if required.

6 REFERENCES AND RELATED DOCUMENTS

6.1 LEGISLATION

N/A

6.2 METRO

[Internal Sponsorship Procedure](#)

[Sponsorship Application Form](#)

7 VERSION CONTROL TABLE

No:	Date	Details	Status
1	07/08/19	Changed from Guidelines to a Procedure. Updated to more accurately reflect approach and eligibility. Approved by EMT 27/08/19.	Superseded
2	23/02/21	Biannual review conducted by Marketing and Communications Coordinator. No changes required.	Current