**Assessment of outbound sponsorship application**

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| Organisation/Event: |
| Date of application: |
| Date of assessment: |
| Name of staff member completing assessment: |

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| **Staff comments on how the sponsorship opportunity aligns with outbound sponsorship criteria:**  All mandatory requirements are required to be met and at least two principles |  |

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| **Budget**  *Operational or Leverage costs may include merchandise, signage, and promotional activities* | Sponsorship Cost | Operational or Leverage Costs | | |
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| **Who has approved budget for this sponsorship?** (**Cost centre)**  **Are you requesting funds from the central Sponsorship Overhead?: Yes No** | | | | |
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| **How will the success of the sponsorship be measured and evaluated?** | | | | |
| Periodic Reviews against deliverables or established KPI’s | | | Mandatory | |
| Post event summary or annual report | | | Mandatory | |
| Audience reached (advertising, event attendance, etc) | | |  | |
| Prominence of the ACU brand across all marketing/promotional material | | |  | |
| Demonstrated improvement in ACU brand reputation on national, regional or local levels | | |  | |
| Demonstrated recognition of the ACU sponsorship by key external stakeholders | | |  | |
| Demonstrated growth in the relationship between ACU and external stakeholders | | |  | |
| Demonstrated benefit/engagement for ACU staff/students | | |  | |
| Other  Media coverage? | | | |  |

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| **Risk Assessment** | This section details assessed risks arising from an assumed successful sponsorship application.  It is mandatory to complete this risk assessment and management plan, and if the consequence rating is deemed ‘major’ or ’catastrophic’ , the Office of General Counsel (OGC) will need to review the sponsorship letter or agreement.  Please follow the current risk management policy and procedures in the ACU policy library: <https://www.acu.edu.au/policies/governance/risk_management/risk_management_policy>  <https://www.acu.edu.au/policies/governance/risk_management/risk_management_procedure>  If the sponsorship application is approved, the responsible officer will need to file this risk management plan in the relevant area’s risk register.  This risk plan has a consequence rating of ‘major’ or above: Yes No  (If yes, the OGC are required to review the letter or agreement) |

**Risk Analysis Future Risk Control**

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| **Describe the aspect or activity that may lead to risk or adverse consequences.** | **Outline the potential risk or adverse consequences.** | **Future Risk controls** | **Action Owner** | **New Risk Rating** |
|  |  |  |  | Likelihood (insert)  Consequences (insert)  Risk Rating (insert |

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| **Examples of risk, hazards or damage** | | **Examples of current and future risk controls** | |
| **Activity** | **Damage** | **Current** | **Future** |
| Sponsoring a festival or event advocating a position inconsistent with the Mission or Catholic Identity of the University | Reputational damage through failure to manage events which may give rise to diminished stakeholder relationships or customer complaints | Assessing the program to ensure it is not contrary to ACU Mission and Catholic identity | Ongoing review and assessment of the program to align with ACU Mission and Catholic identity |
| ACU may be unable to satisfy the terms of the contract | Litigation | OGC reviews sponsorship agreement | Agreement is renegotiated to minimise legal risk |
| Sponsoring an entity that engages in illegality or activities inconsistent with the ACU Mission | Reputation damage through failure to manage events which may give rise to negative media reports | Ensure sponsorship agreement has appropriate clause to enable termination of the agreement when identified events are triggered | Activate termination clause when necessary |
| Sponsoring a program in a region described by the Australian Government’s Department of Foreign Affairs and Trade, Smart Traveller website to be ‘do not travel’ | Injury to students, staff or public | A comprehensive risk assessment and evacuation plan is developed and the if it is agreed to a risk assessment and evacuation plan must be actioned and reported |  |
| Perceived or declared conflict of interest | Reputational damage through failure to manage events which could give rise to negative staff, student or public feedback | ACU staff managing a sponsorship relationship ensure any gifts associated with the sponsorship are adequately and transparently reported |  |
| Sponsoring an event where a competitor is at an equal or higher sponsorship level | Poor financial outcome, or return on investment | Renegotiate the agreement to protect market positioning and advantage | Report on market positioning benefits in final acquittal assessment/report |
| Sponsoring an event with insufficient budget probity and contractual terms | Poor financial outcome where budget is exceeded | Robust budget assessment and financial reporting contractual term will be added to the agreement | Budget report included in final acquittal assessment/report of the sponsorship |

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| **Management** | |
| Nominate a staff representative will be responsible for management of the sponsorship, including ensuring that all benefits are delivered and objectives met. | |
| Name: | Title: |
| Phone: | Email: |

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| **Consultation** | |
| Have all impacted business units been consulted regarding the delivery of benefits? (Please list staff member/s consulted). |  |

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| **Recommendation from business unit applying** | |
| I recommend that the sponsorship does not align to ACU’s policy and should be declined | Name:  Signature: |
| I recommend that the sponsorship is a good alignment, budget is available and staff have been appointed to manage the relationship | Name:  Signature: |

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| **Recommendation and approval for budget from the central Sponsorship Overhead (if applicable)** | | |
| **Recommendation is required from National Manager Sponsorship and Advancement**  National Manager Sponsorship and Advancement comments: | | |
| **Approval is required by Campus Board (Governing Authority):** | | |
| This sponsorship budget is approved | Yes | No |
| Name: | Signature: | |

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| **Approval of all Sponsorships** | | |
| Approval is required as per the Delegations of Authority Policy and Register:  Standing and Finance Committee: unlimited  Vice-Chancellor up to $500,000  Chief Operating Officer or Director, Marketing and External Relations up to $150,000 | | |
| This sponsorship is approved | Yes | No |
| Name: | Signature: | |

Send form for processing, record and administration purposes to **rachelle.bramley@acu.edu.au**