

## QAL Sponsorship Guidelines



As Australia's leading regional airport operator, Queensland Airports Limited (QAL) is engaged with our shareholders, airport users and communities. QAL aims to be an employer of choice in the regions we serve, as part of a vision to engage customers, connect communities, and provide exceptional experiences.

Our strategic goals are to deliver shareholder value, enhance the customer experience, be socially responsible, have a high performing workforce and be accomplished operators.

Through our decentralised structure with localised management at each regional airport, QAL ensures that its airports integrate seamlessly with the communities they service. If seeking sponsorship for a regional activity in an area serviced by one of our airports, please refer to the relevant airport website for the sponsorship policy and sponsorship criteria.

*If seeking sponsorship specifically from QAL, please review our sponsorship policy detailed below, and ensure that any written proposals for sponsorship address the QAL sponsorship criteria.*

### **Sponsorship Policy**

At QAL, we understand that we have obligations and responsibilities to the communities we serve, the industries we are part of, the environment in which we work, and to our shareholders.

Our sponsorship and community programs are aimed at forming active and mutually-beneficial relationships with organisations and communities, not merely through financial support, but also through contributing and transferring skills, expertise, and knowledge.

QAL is involved with many sponsorship activities and events across regional Queensland every year, ranging from small community-based projects to significant regional events and activities.

QAL receives many proposals for sponsorship. We have developed these guidelines to assist potential sponsorship seekers when preparing proposals for our consideration. QAL carefully considers sponsorship proposals to ensure they meet its business, community and marketing goals and are within its sponsorship budget.

These guidelines are a general guide only and should not be considered an offer or commitment by QAL.

Any sponsorship activity must support QAL's objectives to:

- Maximise QAL's profile to our target markets
- Provide value to the community
- Provide customer satisfaction through the event or activity
- Be responsive to the community needs and expectations
- Build value and returns for our shareholders
- Reflect QAL's business objectives

QAL's key principles for sponsorship management are:

- Alignment with QAL's business operations and corporate vision
- Appropriate acknowledgment of QAL
- Appropriate activity that supports QAL's corporate vision and brand position
- Ethical behaviour and fair dealing
- Effective management and reporting
- Value for money
- Industry exclusivity (although potential agreements the sponsee has with airlines will be considered by QAL)
- Successful sponsorship applicants will be required to enter into a written agreement which details the benefits to QAL and obligations of the sponsee
- All benefits outlined in the agreement must be delivered during the contract period
- An evaluation of the sponsorship will be required by QAL within a month of the event/activity taking place
- First right option on sponsorship renewal
- Focus on the key audiences reached by the event or activity
- Consideration of other sponsors involved and the levels of financial commitment
- Sponsee must have appropriate insurance (including public liability insurance)
- Pre-approval of all material that uses the QAL brand and imagery is required
- While logo exposure is considered a bonus, it is not the primary goal of sponsorship
- We expect that our sponsorship partners will invest in resources to work with QAL to deliver on the objectives set for the partnership, and to actively promote the sponsorship and QAL contribution to the event or program
- We also expect to work collaboratively to leverage the sponsorship as part of our business goals
- We do not sponsor individuals.

### **Proposal Process:**

QAL requires a written proposal that address our sponsorship criteria. Depending on the level of sponsorship, we generally like to have as much lead-time to the event as possible to maximise the relationship (six months is preferable).

All proposals will be reviewed to assess suitability, feasibility, and resources required. The organisation seeking sponsorship will be notified of the status of the proposal in writing. QAL will also contact organisations if further information is required to effectively evaluate the proposal.

If a sponsorship request is successful, QAL's Corporate Affairs department will liaise with appropriate nominated contact person within the sponsee organisation to manage QAL's sponsorship and conduct pre-event planning with QAL staff to effectively leverage the activity.

If a sponsorship proposal is accepted, post-event evaluation reports are required from the organiser to determine that objectives of the sponsorship were met.

### **Sponsorship Criteria**

Sponsorship proposals must provide for and clearly address at least five of the following:

- A natural link with one or more of our strategic pillars (ie: Shareholder value, customer experience, social responsibility, high performing workforce, accomplished operators)
- Focus on regional communities and benefits offered to these communities (both short and long term) with an emphasis on community enrichment and the environment
- Naming rights or major sponsor identification
- Industry exclusivity
- Increased visitation to the regional destinations we serve
- Business development opportunities
- Access to customer and business databases and/or leads on new contacts (business and community)
- Creative ideas for utilisation of the sponsorship (ie: "look outside the box") to help differentiate the QAL brand from other companies
- Opportunities for cross-promotion and/or promotion of QAL products/services
- Opportunities for QAL staff to be involved in the event/activity (beyond simply attending the event or receiving tickets, invitations, etc)
- Provide opportunities for key customer hospitality and business networking opportunities, and/or contact with key members of the community where appropriate

*Note - proposals for under \$5000 should address a minimum of three of the above criteria.*

To be considered, proposals should also include:

- Details and objectives of the opportunity, event or program
- Details of the synergy with QAL's corporate objectives and brand values and how flexible the elements of the activity are to address our requirements
- A list of key benefits to the community
- A list of sponsorship options and the benefits available for each level, including how they relate to QAL
- Target audience details (including audience reach) and any other research to support the event or program
- List of other sponsors and key parties involved who have committed to the activity
- A timeline, including important deadlines (particularly marketing deadlines) and calendar of events
- Credentials of your company and key contacts (PR Manager, Marketing Manager, Event Producer, etc.)
- The percentage of the QAL financial contribution you will spend on servicing the sponsorship
- Method of evaluating the success of the sponsorship against its objectives (eg: research, surveys, etc)

**QAL Contact**

Sponsorship proposals are to be sent in writing to the Manager Corporate Affairs, Queensland Airports Limited, PO Box 112, Coolangatta Q 4225; or via email - [sponsorships@qldairports.com.au](mailto:sponsorships@qldairports.com.au).