

# Sponsorship guidelines

## 1.0 Purpose and scope

Sponsorship and brand partnerships are powerful tools for marketing and communication. At UQ, we've developed a Sponsorship and Brand Partnership Strategy to ensure responsible investment and promote excellence in practice. Each year, UQ receives hundreds of requests. To support organisations seeking sponsorship and brand partnerships with us, we've created these guidelines to provide:

- clear guidance on UQ's priorities and objectives for engaging in sponsorships and brand partnerships
- detailed information about our processes, timeframes, and expectations
- a single point of contact for all sponsorship and brand partnership inquiries at UQ

### 1.1 Does your request meet UQ's definition of a sponsorship or brand partnership?

UQ defines sponsorship and brand partnership as the right to associate the sponsor's name, products or services with the sponsored organisation's service, product or activity, in return for negotiated and specific benefits such as financial or in-kind support or promotional opportunities.

It involves a negotiated exchange and results in tangible, material and mutual compensation for the principal parties to the arrangement.

At UQ sponsorship and brand partnerships DO NOT include:

- grants or direct funding through a formally recognised program for a specified purpose
- donations, philanthropic gestures, bequests or gifts, which impose no obligations on the receiver and offer little or no return to the donor
- purchasing or selling goods or services for value, including event attendance or participation, advertising space, editorial comment or advertorial.

### 1.2 Is this request for a conference?

UQ recognises conference sponsorship plays a role in demonstrating UQ's leadership position across its academic endeavours.

- Conference sponsorship requests up to \$15,000 are at the discretion of Faculties, Schools, Institutes, or organisational units. Requests will be forwarded to the relevant areas for review.

These can, but are not required to, align with the strategic priority areas outlined below but must align with UQ's vision of *knowledge for a better world* and support a UQ research focus or study area.

- Conference sponsorship over \$15,000 will be assessed centrally using the strategic priority areas below before liaising with relevant organisational units.

## 2.0 General sponsorship principles

Our investments are strategically negotiated, measurable and deliver value.

- We seek opportunities that are focused on long term goals and high value-impact.
- We work with partners to ensure that benefits are defined and reflect value to UQ
- Clear goals and objectives for our sponsorships allow us to evaluate with rigor and seek continuous improvement.

We undertake sponsorships that:

- provide a genuine opportunity to positively enhance UQ's reputation
- are aligned to our brand essence, personality and values
- do not expose the UQ brand and reputation to any unacceptable risk. We do not consider opportunities associated with alcohol, tobacco or gambling.
- seek to support high quality, uniquely UQ experiences and opportunities
  - We pursue opportunities that go beyond media or logo exposure
  - We prefer sponsorship exclusivity in the category of tertiary education, when commensurate with opportunity value
- allow a **minimum** of six months lead time to effectively plan, implement and leverage our activities

## 3.0 Brand positioning

We seek partnerships that demonstrate a strong, natural alignment with our brand positioning. Prospective partners should reflect one of more of these core brand elements:

- **our vision** Knowledge leadership for a better world
- **our promise** Create change
- **our values** Creativity, excellence, truth, integrity, courage, respect and inclusivity
- **our brand personality** fearless, inclusive, pioneering
- **our brand idea** We're for what's next

## 4.0 Strategic priority areas

We've created this sponsorship framework to align potential sponsorship opportunities with our strategy. This framework consists of the Sponsorship Pillars and Objectives outlined below. A sponsorship opportunity does not need to fulfil all the focus areas to be considered.

### 4.1 Sponsorship pillars

UQ uses sponsorship to seek progress in the following strategic focus areas:

- highlight the transformational change and global impact of our research
- transform lives with lifelong learning and education
- support the Queensland community to prosper and grow.

### 4.2 Sponsorship objectives

Through these strategic focus areas, we seek benefits in the following areas:

#### 1. To access a key audience

- Prospective research partners
- Prospective undergraduate students from underrepresented backgrounds (e.g. rural and remote and low SES backgrounds)
- Prospective postgraduate coursework students

#### *Example benefits*

- *Access to engage the sponsored organisation's existing audience and gain consent for ongoing direct UQ marketing and communication.*
- *Consent to collect and share new audience leads as part of the sponsored organisation's planned events and activities.*
- *Opportunity for targeted promotional activities i.e. event engagement, presentation and speaker spots, incorporation of content and engagement activities.*
- *Development of new and exclusive content*

## 2. To build brand affinity

- Educational equity in Queensland
- Diversity and inclusion
- Reconciliation

### *Example benefits*

- *Provide opportunities for students from underrepresented or underserved backgrounds to access education and resources.*
- *Opportunity to support and build support for Reconciliation and Educational Equity in Queensland*
- *Opportunity to align with organisation that have established track record of championing education equity*
- *engagement activities and activation that contribute to building a sense of belonging and brand connection for students, alumni, staff and local communities.*

## 3. To demonstrate UQ's capability

- Research excellence
- Public good
- Student learning opportunities
- Global impact

### *Example benefits*

- *Provide opportunities to highlight our expertise, through keynote presentations, research demonstrations, or expert panels featuring UQ academics.*
- *Speaking opportunities or event platforms that enable us to share research and innovation outcomes in new ways.*
- *Present opportunities for current UQ students through internships, placements or participation in project implementation.*
- *Provide innovative or exclusive platforms that nourishes intellectual vitality with inclusive access.*

## 5.0 Proposal inclusions

To be considered, sponsorship proposals must include:

- overview of the opportunity – date, time, location, amount being requested, etc.
- demographic and geographic details of your audience
- overview of your marketing plan, including what is and is not confirmed
- list of sponsors who have committed to date, and/or whether category exclusivity is offered to UQ
- a comprehensive list of benefits

- details on how the opportunity addresses UQ's strategic sponsorship pillars and objective.
- creative ideas as to how we can use this sponsorship and those benefits to connect with our key audience
- timelines, including important deadlines of deliverables

## 6.0 Process

1. All proposals are reviewed by the Sponsorship team to assess suitability, feasibility and resources required (human and monetary).
2. Proposals are then sent to the relevant internal areas for further review.
3. The applicant is notified of the outcome of the proposal within 8 weeks.

## 7.0 Applications and enquiries

Applications are to be submitted via the [online application form](#).

Please ensure you have a detailed prospectus to upload before you begin the application.

Applications that are not submitted via this form will not be considered.

If you have any questions or require assistance in the application process, please email [sponsorship@uq.edu.au](mailto:sponsorship@uq.edu.au)