KIMBERLEY PORTS AUTHORITY

SPONSORSHIP PROCEDURES

Current version number: 1.5 **File reference:** FIN515/225824 **Maintained by: Governance** Manager

Original issue date: August 2015 **Last review date: July 2026** **Next review date: July 2028**

1. CONTENTS

1. Contents 1
1. Procedure Scope 2
2. Procedure Objectives 2
3. Sponsorship Guidelines and Criteria 2
4. Who can apply? 3
5. How much can you apply for? 3
6. How to Apply 3
   6.1 Employee Applicants 4
7. Processed Applications 4
8. Sponsorship Acknowledgement 4
9. Contact Information 5
10. APPENDIX A – Sponsorship Application Form 6

VARIATION RECORD:

Version No.	Version Date:	Brief Description of Change:
1.0	August 2015	Changed from a Procedure to a Policy and Procedure.
1.1	September 2015	Board approved September 2015.
1.2	February 2019	Change in manager responsible for the policy and procedure to Administration Manager.
1.3	June 2021	Removal of reference to policy and Port of Broome throughout.
1.4	August 2024	Item 1 replaced policy with procedure, item 4 additional applicant pool added, removed travel and conference expenses from not supported list, added item 5 raised typical sponsorship level, added exc GST, added bi-monthly to Board meetings, item 6.1 added KPA employees/family application criteria, item 8 added image request, changed to Governance Manager and added email, and Appendix A removed project summary report, reduced support letters to two, and added image request.
1.5	July 2026	Item 4 clarifies business as usual costs not covered, item 5 increased CEO approval limit to $10,000.

9/7/2026
CEO

1. PROCEDURE SCOPE

This procedure sets out the circumstances in which Kimberley Ports Authority (**KPA**) provides sponsorship to eligible groups. The procedure sets authority limits on the sponsorship amounts to be approved by the CEO or Board, the criterion for areas of sponsorship and the lodgement and approval process for an application.

2. PROCEDURE OBJECTIVES

The objectives of the procedure are to:

- establish the areas of KPA's sponsorship focus;
- establish guidelines for processing and determining sponsorships to be supported by KPA within an annual budget allocation; and
- provide KPA with a consistent approach for the comparison of requests for sponsorship.

3. SPONSORSHIP GUIDELINES AND CRITERIA

KPA's sponsorship focus is on marine based projects and support in each area of sponsorship will, from time to time, be influenced by KPA's circumstances and the availability of funds.

KPA will consider applications that meet at least one of the following areas:

Maritime

Projects that have a focus on the marine environment, being a marine based activity, infrastructure or educational program.

Sustainable Environment

Projects that demonstrate sustainable solutions for the protection, management and enhancement of the marine environment.

Education

Educational based projects and initiatives for youth.

Community Infrastructure

Projects that provide long term benefits to the local community with the development of infrastructure and improvement of resources.

Community Events

Community events, sporting programs and art projects that encourage community involvement. (If funding is provided one year for an annual event, subsequent support is not guaranteed.)

4. WHO CAN APPLY?

Applications will be accepted from:

- Not-for-profit organisations;
- Sporting clubs and organisations;
- Local government authorities;
- Incorporated community organisations;
- Not-for-profit educational institutions (e.g universities, schools and colleges), and
- KPA employees/family.

Applications will NOT be considered from:

- Commercial businesses;
- Individuals;
- Political organisations, and
- Religious organisations/groups.

Sponsorship will NOT be given for:

- Business as usual operating costs such as administrative costs, insurance, wages/salaries, or professional fees.
- Planning documentation such as feasibility studies, business plans, marketing and advertising plans, cost benefit analysis and economic impact studies.

5. HOW MUCH CAN YOU APPLY FOR?

The majority of sponsorship allocations will be in the vicinity of $1,000 to $5,000. Please take into consideration the following application processes when requesting the total amount of sponsorship.

Amounts under $10,000

Sponsorship applications for amounts up to $10,000 (exc GST) will be considered by the Chief Executive Officer on an as received basis.

Amounts above $10,001

Sponsorship applications for amounts over $10,001 will be considered by the Board of Directors at their bi-monthly meetings.

Notwithstanding the above, KPA retains absolute discretion over decisions regarding community sponsorship and the final funding figure per application. KPA's decision on sponsorship applications is final.

6. HOW TO APPLY

Organisations seeking sponsorship from KPA are requested to complete the Sponsorship Application Form, downloadable from KPA's website (www.kimberleyports.wa.gov.au) or attached at Appendix A.

Applicants are encouraged to provide supporting documentation (e.g plans, diagrams, outlines, brochures and letters of support from partnership organisations) with the sponsorship application to assist KPA in the assessment process.

Applications should be lodged at least 30 days prior to the commencement of the project or the event date, to allow sufficient time for processing.

6.1 Employee Applicants

KPA supports employee participation in charitable or sporting activities they or their family wish to partake in. Internal applicants should meet the following criteria:

- Must be a full-time KPA employee;
- The activity must be consistent with those listed in Point 3;
- Must be taking part in a group event or an activity involving other KPA employees;
- Show that KPA is not the only source of funding being sought for the event/activity, and
- Applicants are requested to provide a brief report, within a month of the event / activity, to be used for promotional purposes.

All applications and supporting documents should be posted to or emailed to:

Rosemary Braybrook
Community Sponsorship Program
Kimberley Ports Authority
PO Box 46
BROOME WA 6725

Email: info@kimberleyports.wa.gov.au

7. PROCESSED APPLICATIONS

All applications, whether successful or not, will receive written notification from KPA once the application is processed.

If your organisation's application is successful you will be required to submit a tax invoice (where applicable) before any funds are paid.

Sponsorship funding is subject to the agreement that funds allocated by KPA are to be used specifically for the project outlined in the application, payable to the applicant and are not transferable to another party. Any unspent sponsorship funds not used to complete the project are to be repaid to KPA.

8. SPONSORSHIP ACKNOWLEDGEMENT

With all sponsorship applications the successful applicant will be requested to acknowledge KPA's contribution in an appropriate form (e.g newsletter, brochure, banner, media, and/or event attendance). As appropriate applicants will be requested to provide images of the event that KPA can use in promotional material both in hard copy or online.

Copies of KPA's logo will be made available in electronic format to successful applicants.

9. CONTACT INFORMATION

If you require any further information or assistance with completing the Sponsorship Application Form, please contact:

Rosemary Braybrook
Governance Manager
Kimberley Ports Authority
PO Box 46
Broome WA 6725
Ph: (08) 9194 3100

10. APPENDIX A – SPONSORSHIP APPLICATION FORM

	I have read the Kimberley Ports Authority Sponsorship Application Guidelines before completing this application.

1.	ORGANISATION DETAILS			
ORGANISATION NAME:				
ABN:				
REGISTERED FOR GST:		YES		NO
POSTAL ADDRESS:				
CONTACT PERSON:				
POSITION TITLE:				
TELEPHONE:				
EMAIL:				
Which of the following best describes your organisation?				
Please tick one box:		Not-for-Profit Organisation		
		Sporting clubs or organisations		
		Incorporated Community Organisation		
		Not-for-Profit Educational Institution		
		Local Government authorities		
		KPA employees		
		Other (please specify)		

2.	PROJECT INFORMATION
Project title:	
Estimated start date:	
Total project budget:	
KPA funding request:	

3.	FOCUS AREA		
Which of the following focus areas does your project address, (please refer to Sponsorship Application Guidelines).			
	Maritime		Sustainable Environment
	Education		Community Infrastructure
	Community Events		

4.	PROJECT DESCRIPTION
Please provide a description of your project and include additional pages if required (including plans, diagrams, etc)	

5.	WHAT WILL THE FUNDS FROM KPA BE USED FOR?

6.	IDENTIFY THE POSITIVE OUTCOMES YOUR ORGANISATION AND THE COMMUNITY MAY RECEIVE AS A RESULT OF THE PROJECT?

7.	**HOW WILL YOUR ORGANISATION RECOGNISE THE SUPPORT PROVIDED BY KPA?**
	Logo on written material relevant to project
	Logo on organisation / project website
	Representative invited to attend event / activity
	Naming rights to event / award / trophy
	Other:
8.	**OUTLINE THE POSITIVE OUTCOME KPA MAY RECEIVE AS A PARTNER IN THE PROJECT.**

9.	**BUDGET**
As part of your supporting documentation, please provide a detailed budget for the project including the requested amount from KPA.	

10.	**DETAILS OF REQUESTS FOR FUNDING FROM OTHER AGENCIES, ORGANISATIONS OR BUSINESSES.**

NAME	**AMOUNT REQUESTED**	**COMMENTS** (include if approved/pending)

11.	**PROJECT SUPPORT**
For sponsorship requests above $5,001 please provide two letters of support for your project from local businesses and/or local and state government agencies. In addition to the letters of support, for infrastructure projects, please provide a copy of the planning approval from the relevant Shire council.	

12.	CONDITIONS OF SPONSORSHIP

Sponsorship funding is subject to agreement that funds allocated by KPA are to be used specifically for the project outlined in this application, payable to the applicant and are not transferable to another party. Any unspent sponsorship funds not used to complete the project are to be repaid to KPA.

As appropriate applicants will be requested to provide images of the event that KPA can use in promotional material.

13.	APPLICATION DECLARATION

I, (Name & Title)
of (Organisation)
declare that the information supplied in this sponsorship application is, to the best of my knowledge, accurate and complete and I wholly agree to the conditions of sponsorship as outlined in Item 12 of the application form.

Signature:		Date:	

Post completed application form to:

Community Sponsorship Program
Kimberley Ports Authority
PO Box 46
Broome WA 6725