

# **RACQ COMMUNITY SPONSORSHIP POLICY**

## **Policy statement**

As Queensland's largest community-based organisation, RACQ will contribute to the community's progress and welfare through a strategic, statewide sponsorship program that broadly reflects our mission of delivering assistance and peace of mind.

A key outcome of this program will be consolidation and, wherever possible, enhancement of RACQ's high profile and positive reputation within the Queensland community.

## **Background**

With a membership of almost one million Queenslanders, RACQ accepts its responsibility to support the community of which it and its members are part.

At the same time, the Club recognises the measurable benefits for the organisation and its members that can accrue from a strategically managed sponsorship program.

These benefits can include:

- Further enhancement of RACQ's reputation, including reinforcement of commitment to the "must for all Queenslanders" vision and "peace of mind" mission.
- Leveraging off sponsorships to achieve commercial objectives.
- Furthering RACQ advocacy objectives.
- Enhanced support or assistance to RACQ members and their families as community members.

RACQ sponsorship of worthwhile community services and activities satisfies a strong expectation among RACQ members (as verified through market research) as to this type of involvement by their Club.

RACQ sponsorships have traditionally had a direct relationship with motoring: road safety, automotive technology, tourism and consumer protection. While these areas will continue to offer sponsorship opportunities strongly synergistic with the Club's vision and mission, this does not rule out consideration of non-motoring-related activities or events broadly reflective of our vision and mission.

This policy recognises:

- In terms of public profile, naming rights sponsorships gain far greater awareness than supporting sponsorships; although supporting sponsorships may be justified on the grounds of other benefits delivered for the investment involved.
- Our sponsorships will be exclusive of competing brands, except in the few instances where a cooperative "industry" involvement is considered appropriate and beneficial to all parties concerned.

- While RACQ competes against national and multi-national organisations, the RACQ benefits from brand exposure in Queensland only.
- All sponsorships will be evaluated during their currency and conclusion to determine their benefit to RACQ against costs.

## **Essential criteria**

The following are essential criteria for an RACQ community sponsorship:

- The event, program or activity is based or originates within Queensland.
- The proposal is for a genuine not-for-profit program or activity, providing a service or other benefit for the community – local or state.
- RACQ members and their families are among the current or potential beneficiaries of the sponsored activity.
- The proposed sponsorship arrangement does not run counter to RACQ advocacy or commercial objectives or our values.
- The sponsorship offers a high degree of visibility within the local or wider community for RACQ's sponsorship involvement, plus such other measurable benefits as positive media coverage.
- The sponsored event, program or activity is either a proven proposition in terms of its merit or ability to deliver community and sponsor benefits, or is supported by a sound business case as to its potential to deliver such benefits.

## **Exclusions**

RACQ will not sponsor:

- Organisations or persons who cannot provide satisfactory details on the service delivery, financial or other relevant aspects of their activities.
- Party political organisations or activities.
- Religious organisations or activities, except where they involve the provision of recognised community welfare services.
- Any activity involving or promoting unsafe practices or breach of accepted community standards.
- Organisations or activities that are considered discriminatory against any section of the community.
- Events, programs or activities where the involvement of another sponsor would be contrary to RACQ's reputation, advocacy activities or commercial interests.

## **Sponsorship proposals**

Organisations seeking RACQ sponsorship will appreciate that ongoing sponsorship commitments across Queensland mean that we must decline most new requests for such support.

In order to receive consideration any new proposal should address and satisfy fully the background and criteria outlined above.

Complying proposals should be directed to the RACQ's Customer and Community Relations Coordinator:

By mail: PO Box 4, Springwood Q 4127.

By email: [sponsorship@racq.com.au](mailto:sponsorship@racq.com.au).