



HEALTH PROMOTION SPONSORSHIP Over \$5,000

Arts, Community Events and Sports

Sponsorship Guidelines

All applications requesting Over \$5,000 sponsorship for Arts, Community Events and Sports must be submitted to in accordance with Healthway's [minimum lead time requirements](#).

Information relating to Healthway sponsorship including application forms, FAQ'S and acquittal guidelines is available on the website: www.healthway.wa.gov.au

Organisations are advised to contact Healthway to discuss the project(s)/event(s), prior to submitting an application.

FOR FURTHER INFORMATION:	
Telephone	08 9476 7000
WA Statewide Toll Free	1800 198 450
Facsimile	08 9324 1145
Email	healthway@healthway.wa.gov.au
Website	www.healthway.wa.gov.au

Application Guidelines

1. ABOUT THE SPONSORSHIP PROGRAM

The Health Promotion Sponsorship Program is a key strategy to achieve Healthway's vision of a healthy Western Australia. By working with organisations in arts, community events and sports Healthway has an opportunity to change behaviour and environments, to improve health.

There are three Healthway sponsorship categories:

- Under \$5,000
- \$5,000 - \$50,000
- Over \$50,000

Information relating to Healthway sponsorship programs is available on the website: www.healthway.wa.gov.au

2. INDUSTRY AREAS

The Health Promotion Sponsorship Program is focused on two industry areas:

- **Arts and Community Events** – Sponsorship support for arts and cultural activities such as festivals, theatre/dance productions, concerts, exhibitions and workshops, where there is a significant opportunity to change behaviours and environments to improve health.

Sponsorship support for community events such as agricultural shows, street festivals and cultural events that do not have a substantial arts focus, where there is a significant opportunity to change behaviours and environments to improve health. Community Events do not include swap meets, flea markets, seminars or similar activities.

- **Sports** – Sponsorship support for programs and events within the sport, motor racing and active recreation areas, where there is a significant opportunity to change behaviours and environments to improve health.

3. OBJECTIVES

The objectives of the Health Promotion Sponsorship Program are:

- To encourage healthy lifestyles through the effective promotion of health messages relating to Healthway priority areas.
- To reduce, where ever possible, the promotion of unhealthy messages or brands which undermine Healthway objectives.
- To facilitate structural and policy change within organisations and venues to create healthy environments.
- To increase opportunities for priority populations to participate in healthy activities.

4. REQUIREMENTS

Organisations must meet the following requirements, as a condition of Healthway sponsorship:

- **Sponsorship Level** – Organisations should offer Exclusive Naming Rights, Exclusive Principal Partner, Exclusive Presenting Rights or Major Partner, in return for Healthway sponsorship. Marketing, advertising and promotional benefits that outline significant opportunities to promote a health message must be clearly defined.
- **Minimum Health Policy Requirements** – Organisations will be contractually required to comply with Healthway’s Minimum Policy Requirements. See Section 5 for details.
- **Co-Sponsorship Policy** – Organisations will be contractually required to comply with Healthway’s co-sponsorship conditions. See Section 6 for details.

The sponsorship letter of offer will also advise of any further conditions that may be applicable.

Organisations are required to sign a Health Promotion Sponsorship Agreement, a template of which can be found on the Healthway website: www.healthway.wa.gov.au

5. MINIMUM HEALTH POLICY REQUIREMENTS

The following minimum requirements must be implemented by all organisations, as a condition of Healthway sponsorship:

- i) All indoor and outdoor areas under the control of the sponsored organisation must be maintained as smoke-free.
- ii) The use of E-cigarettes are also prohibited as part of the smoke-free environment requirement.
- iii) Healthway’s Portrayal of Smoking in the Arts by Sponsored Organisations Policy applies to all performances that are part of a sponsorship agreement.
- iv) Healthy food and drink options must be available should catering be provided at the activity or event.
- v) Free drinking water must be available at the activity or event.
- vi) Adequate sun shade must be available, where applicable.
- vii) Safe warm-up practices for physical activity must be adhered to, where applicable.
- viii) Alcohol or unhealthy food/drink (or vouchers for same) must not be provided as prizes or awards.
- ix) Low strength alcohol and non alcoholic choices must be available should alcohol be available at the activity or event.
- x) No activities or promotions that encourage rapid consumption of alcohol (e.g. discounted drink prices, happy hours, drinking competitions), should alcohol be available at activities or events.
- xi) Ensure alcoholic drinks are served in standard-sized drink portions, should alcohol be available at activities or events.
- xii) No promotions or event names that glamorise getting drunk or imply that getting drunk is desirable e.g. providing drinks or cocktails with names that imply they will get you drunk.

For further information on Healthway’s requirements regarding smoke free areas, see the ‘Smoke Free Guidelines for Healthway Sponsored Groups’ on the website:

www.healthway.wa.gov.au

6. CO-SPONSORSHIP CONDITIONS

Healthway's Co-sponsorship Policy is an important tool to assist Healthway achieve the objectives of its sponsorship program and to ensure Healthway's sponsorship arrangements meet the requirements of Healthway's enabling legislation.

Co-sponsors in this context are other sponsors of Healthway-sponsored organisations or with a presence at Healthway-sponsored events, whose involvement has the potential to diminish the effectiveness of the health promotion sponsorship or undermine Healthway objectives.

Applicants for sponsorship are required to declare the full details of any sponsorship that may result in the promotion of alcohol, food, beverage or gambling products or brands (including those to be proposed or confirmed), in association with any program, event or activities of your organisation. Healthway will undertake a process to assess the risk of any co-sponsorship arrangement(s) undermining health promotion objectives. Organisations may be required to provide a copy of the agreement with the co-sponsor. In some circumstances, sponsorship may be offered on a conditional basis subject to co-sponsorship arrangements.

Healthway's Co-sponsorship Policy and Guidelines are available on the website:

www.healthway.wa.gov.au

7. PAYMENTS

Organisations will receive sponsorship funding in accordance with a milestone payment schedule. As a general guide, between 50% and 90% of the sponsorship will be paid at the commencement of the sponsorship contract.

If the organisation is registered for GST, Healthway will gross-up the approved sponsorship for GST liability upon the issue of a Recipient Created Tax Invoice.

In most instances, a Sponsorship Leveraging Plan will be prepared by Healthway and discussed with the organisation, which will form part of the Sponsorship Agreement.

If the sponsorship application is successful, a clear understanding of all aspects of the Sponsorship Leveraging Plan and Sponsorship Agreement are required, including how payments will be made and the organisation's obligations to promote a health message.

Information relating to Healthway sponsorship including a template of the Sponsorship Agreement and the Acquittal reporting guidelines is available on the website:

www.healthway.wa.gov.au

8. WHO IS ELIGIBLE?

Incorporated organisations including not-for-profit, companies and statutory bodies are eligible for Healthway sponsorship.

If the organisation does not have an ABN, attach an ATO 'Statement by Supplier Form'.

9. HOW TO APPLY

To lodge an over \$5,000 sponsorship application, please complete the following steps:

- Download the [Application Form](#) from the Healthway website.
- Check that your organisation and project(s)/event(s) are eligible by completing the Eligibility Criteria in the Application Form.
- Contact Healthway to discuss your project(s)/event(s) prior to submitting an application.
- Complete all sections of the Application Form. A full assessment of your application cannot be considered if it is not completed correctly and in full. Be realistic about the objectives, project(s)/event(s) deliverables, budget and sponsorship amount requested.
- Submit the Application Form to healthway@healthway.wa.gov.au
- Closing dates for the over \$5,000 sponsorship application form are:

\$5,000 - \$50,000 Sport, Arts and Community Event Sponsorship

- All applications are due no less than four (4) months prior to the commencement of the sponsored event or annual program.
- If aligned to a calendar year (1 January to 31 December), applications are due by 12 noon 31 August.
- If aligned to a financial year (1 July to 30 June), applications are due by 12 noon 27 February.

Over \$50,000 Sport, Arts and Community Event Sponsorship

- All applications are due no less than five (5) months prior to the commencement of the sponsored event or annual program.
- If aligned to a calendar year (1 January to 31 December), applications are due by 12 noon 31 July.
- If aligned to a financial year (1 July to 30 June), applications are due by 12 noon 31 January.

10. FUNDING REVIEW

It is a condition of applying for Healthway funds that applicants acknowledge acceptance of the assessment criteria and funding conditions.

All applicants will be provided with written advice about the funding decision, and they are encouraged to discuss any concerns with the nominated contact officer in the first instance. Following this, if they remain dissatisfied with the decision they may request a review by writing to the CEO. The letter is to be signed by the organisation's Chairperson, CEO or authorised delegate and include the reason for the request as well as what resolution is sought. Healthway will advise applicants of the outcome as soon as possible.

A request will not impact on the consideration of any subsequent applications.