

# Sponsorships change lives.

**SPONSORSHIP STRATEGY**  
**2024-2028**

**Be. WITH cqu**

# CQUniversity's sponsorship strategy.

**This sponsorship strategy serves as a guiding framework for outgoing sponsorship decisions at CQUniversity, ensuring they align with CQUniversity's core values and strategic vision outlined in the Strategic Plan: *We Change Lives* 2024-2028.**

## INTRODUCTION

At CQUniversity, we believe that sponsorships have the power to change lives. This belief underpins our commitment to support projects and initiatives that drive accessibility, sustainability, and social impact. Sponsorships play a crucial role in advancing our aspirations to support and empower people, protect the planet, and foster collaborative partnerships. Through the Strategic Plan: *We Change Lives* 2024-2028, and alignment with our core values of Engagement, Can-Do Attitude, Openness, Leadership, and Inclusiveness, we strive to create meaningful and lasting change for students, staff, and our society.

Our sponsorship approach reflects a deep commitment to regional impact and community engagement. By partnering with Regional Associate Vice-Presidents (AVPs) and key stakeholders, we prioritise sponsorships that enhance regional liveability, support regional economic development, strengthen community and industry partnerships, contribute to the social and environmental wellbeing of the communities we serve and extend our regional and global impact.

Our strategy aligns with both CQUniversity's mission and the United Nations Sustainable Development Goals, ensuring that each initiative we support contributes to building thriving communities, empowering opportunities for our people and contributing to a healthier planet.

By integrating corporate and grassroots sponsorships under a unified framework, we ensure that every opportunity, regardless of scale, contributes to:

- **Empowering People:** Sponsorships that break down barriers, enhance accessibility, and foster the growth and development of our students, staff, and alumni. By creating inclusive, transformative opportunities, our sponsorships empower individuals and communities to reach their full potential.

- **Advancing Our Planet:** Driving sustainability through innovation, environmental stewardship, and research that protects and enhances the planet while strengthening CQUniversity's regional presence and global impact.

- **Building Collaborative Partnerships:** Forging mutually beneficial, strategic relationships that expand our regional, national, and global impact and reach.

Our sponsorships are designed to create meaningful, lasting change that resonates across our regions and beyond - embodying CQUniversity's mission to change lives.

## SPONSORSHIP OBJECTIVES AND FOCUS AREAS

Our sponsorship strategy is driven by clearly defined objectives that align with CQUniversity's strategic focus areas.

### • Strategic Alignment

Ensure all sponsorships support CQUniversity's mission, vision, and strategic priorities.

### • Regional Impact

Drive meaningful change by supporting initiatives that meet local needs, enhance community liveability, and promote economic and social development.

### • Empowerment of People

Create transformative opportunities for lifelong learning and success, celebrating diversity and removing barriers to inclusion for students, staff, and communities.

### • Sustainability

Invest in initiatives that promote sustainable resource management and environmental research, ensuring alignment with global sustainability goals.

### • Partnership and Collaboration

Build strong, mutually beneficial partnerships with organisations that share our values and vision for social impact, innovation, and sustainability.

### • Enhanced Reputation and Influence

Position CQUniversity as a leader in education, training and research, sustainability, and community engagement, strengthening our role as a trusted partner for regional and global change.

### • Optimised Value and Resource Opportunities

Maximise the financial and in-kind value of sponsorships to deliver balanced, responsible investments that benefit both the University and its communities.

## **TYPES OF SPONSORSHIP**

CQUniversity supports a variety of sponsorships designed to align with our strategic plan, values, and commitment to changing lives. These sponsorships are structured to foster innovation, equity, regional and global impact, sustainability, accessibility, and engagement, while delivering both direct and long-term benefits to our university and the communities we serve.

The types of sponsorships we support include:

### **Corporate Sponsorships**

Corporate sponsorships involve larger-scale partnerships with key industry and business partners. These sponsorships are designed to enhance CQUniversity's national and global reputation, create business opportunities, and support leadership in research, education, training and innovation.

These partnerships often:

- Increase the University's visibility and influence in industry sectors.
- Drive business growth and strategic opportunities for research collaboration.
- Support large-scale initiatives with broad social and economic impact.
- Create opportunity for our staff and students.

### **Community Engagement Sponsorships**

Community engagement sponsorships focus on grassroots initiatives that directly benefit local communities. These sponsorships strengthen CQUniversity's role as a good corporate citizen and demonstrate our ongoing commitment to supporting regional liveability and social development, as well as servicing the needs and aspirations of our communities.

Community engagement sponsorships often:

- Provide opportunities for CQUniversity to engage with local communities and stakeholders.
- Foster strong, ongoing relationships with community leaders and organisations.
- Honour our First Nations commitments by supporting Indigenous engagement activities that promote cultural understanding and inclusion.

### **School Sponsorships**

School sponsorships involve partnerships with local schools to support programs and events that inspire future generations. CQUniversity's Future Students team leads engagement with schools, including through sponsorship activities that promote access to education and career

pathways. In some cases, the Sponsorship Office collaborates with Future Students to support specific opportunities or assist with funding or coordination where appropriate.

These sponsorships often:

- Strengthen relationships with local schools and educational institutions.
- Provide outreach and learning opportunities for prospective students.
- Encourage participation in lifelong learning and higher education.

### **Sports Sponsorships**

Sponsorships in this category range from grassroots sports initiatives to larger-scale corporate partnerships, and are aligned to the objectives of the CQUniversity SPORT Strategy (Sport and exercise, Physical activity, Occupational and Rehabilitation Therapies), particularly through a commitment to building meaningful partnerships that enhance education and training opportunities, strengthen regional impact, support First Nations engagement, and contribute to local and global SPORT outcomes.

Sports sponsorships often:

- **Enhance Engagement and Partnerships:** Leverage CQUniversity's national and regional presence to connect with athletes, communities, and organisations, building strong, mutually beneficial relationships.
- **Support Education and Research:** Showcase the University's expertise in sport sciences and health, fostering partnerships that advance research and practical outcomes for sport, exercise, and physical activity.
- **Promote Inclusion, Health, and Wellbeing:** Use sport as a platform to drive positive social impact, promoting accessibility, equality, and improved health outcomes within communities.
- **Strengthen Visibility and Leadership:** Increase CQUniversity's brand presence in sporting events and initiatives, reinforcing its reputation as a leader in community engagement and innovation through sport.

Where sponsorship opportunities intersect with key Sport Strategy priorities, such as applied research, education and training pathways, or larger-scale or legacy initiatives, CQUniversity Sponsorships will collaborate with the Director, Sport Strategy to develop integrated, high-impact partnerships, that extend beyond financial investment.

## In-Kind Sponsorships

CQUniversity also provides in-kind sponsorships, which involve offering support through resources, expertise, or services instead of direct financial contributions. This can include academic input, research collaboration, student opportunities, event promotion, and provision of university merchandise. While in-kind sponsorships may differ from financial agreements, they are subject to the same guidelines and strategic principles as all other sponsorships.

These sponsorships often:

- Leverage CQUniversity's expertise and resources to benefit local initiatives.
- Create opportunities for applied learning, professional development and community collaboration.
- Support projects where a combination of monetary and in-kind resources can deliver greater impact.

## Sponsorships CQUniversity Will Not Support

CQUniversity maintains strict criteria to ensure sponsorships align with our strategic goals, values, and sustainability commitments. Sponsorships that do not meet these criteria or pose potential reputational, legal, or ethical risks will not be supported. These include:

- Sponsorships that do not align with CQUniversity's mission, vision, and values.
- Sponsorships that may be construed as racially prejudiced or discriminatory.
- Sponsorships with organisations or initiatives that conflict with the principles of accessibility, inclusion, or sustainability.
- Sponsorships that could create conflicts of interest or pose risk to CQUniversity's reputation.
- Political sponsorships or those intended to support a specific political party or agenda.

By clearly defining the types of sponsorships we support and those we do not, CQUniversity ensures that all partnerships contribute to our broader mission of changing lives, empowering communities, and driving positive change.

## SPONSORSHIP MANAGEMENT

To ensure all sponsorships align with CQUniversity's strategic objectives and values, all sponsorship proposals must pass through the Sponsorship Office before any agreements are signed. This process safeguards against potential conflicts of interest and ensures alignment with existing partnerships and strategic priorities.

Sponsorships are categorised and managed based on their scale:

- **Sponsorships under \$10,000 in total value:**

With approval from the Sponsorship Office, sponsorships valued under \$10,000 may be managed solely by Regional Associate Vice-Presidents (AVPs) or relevant university stakeholders. While these sponsorships are regionally managed, the Sponsorship Office remains available to provide advice and support to maximise outcomes and return on investment for the University.

- **Sponsorships over \$10,000 in total value or larger corporate partnerships:**

Sponsorships exceeding \$10,000 require more significant involvement and oversight from the Sponsorship Office to guide and coordinate partnership management. Some sponsorship agreements of this nature may be subject to legal advice, and the Sponsorship Team will support the facilitation of this. The Sponsorship Office plays a key role in these larger sponsorships by collaborating closely with stakeholders to ensure strategic alignment and partnership success. While the Sponsorship Office may not always be the sole driver of these initiatives, our involvement ensures that sponsorship agreements maximise exposure, impact, and alignment with university-wide goals and existing partnerships.

All sponsorships, regardless of scale, must be recorded in the University's Sponsorship Register to maintain transparency, compliance, and partnership records across CQUniversity. This centralised record supports effective reporting, evaluation, and planning for future sponsorship and partnership opportunities.

The Sponsorship Office works collaboratively with Regional AVPs and other stakeholders to empower regions, strengthen relationships, and enhance CQUniversity's impact through sponsorships. This collaborative approach fosters engagement and ensures that sponsorship activities are well-coordinated across the University footprint, creating opportunities for both corporate and grassroots initiatives to thrive.

CQUniversity's Sponsorships team has developed a suite of resources, including a decision-making matrix to assess sponsorship viability, a comprehensive sponsorship strategy, and supporting templates, to streamline and enhance this process. The Sponsorship Office works closely with the Global Brand and Marketing team to ensure that the University's branding, including logos and their placement, aligns with sponsorship agreements and adheres to CQUniversity's brand standards.

## CONCLUSION

CQUniversity is proud to support our communities by sponsoring numerous charities, organisations, and events across our national footprint each year. While we receive hundreds of sponsorship requests annually, we must carefully prioritise those that align with our strategic priorities and available resources. Sponsorship decisions are made with thoughtful consideration of financial and resource impacts, ensuring that each partnership contributes meaningfully to our mission of changing lives and advancing accessibility, equity, sustainability, and social impact.

To put forward a sponsorship application or request advice around sponsorship opportunities, please contact the Sponsorship Team via [sponsorship@cqu.edu.au](mailto:sponsorship@cqu.edu.au).