Sponsorship Conference Business and Industry Application Form 2026-27

Form Preview

Introduction

Welcome to the **Request for Sponsorship from Brisbane City Council – Conference, Business and Industry** Application Form.

Please read the Guidelines for Council sponsorship before completing your application. The Guidelines can be viewed by clicking here.

Please note that most fields in this form are mandatory (as marked with an *) and if not completed your form will not be able to be submitted. An error message will highlight which fields require completion.

Organisation Details

* indicates a required field

Organisation Name *

Organisation Name

Applicant Contact Person *

First Name

Last Name

Applicant's Position

Organisation Address *

Address

Address Line 1, Suburb/Town, State/Province, and Postcode are required.

Phone Number *

Must be an Australian phone number.
e.g. 07 1234 5678

Email Address *

Must be an email address.

Website

Must be a URL.

Social URLs

List out your social media URLs if available (Facebook, Instagram, Twitter, YouTube etc.)

Please summarise your organisation's experience/history *

Word count:
Must be no more than 200 words.

ABN Confirmation

If your organisation does not have an ABN you are required to provide an ATO 'Statement by Supplier' form (download here).

Does your organisation have an ABN? *

○ Yes ○ No

Attach Statement by Supplier form *

Attach a file:

Statement by Supplier form available on the ATO website - https://www.ato.gov.au/forms-and-instructions/statement-by-supplier-not-quoting-an-abn

Organisation ABN *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity Name	
ABN Status	
Entity Type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main Business Location	

Must be an ABN.

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About your opportunity

* indicates a required field

What is the name of your initiative? *

Summary of opportunity: *

Word count:
Must be no more than 200 words.

What are the goals and objectives of your initiative? *

Start Date *

Must be a date.
Application must be submitted **at least three months** before your event start date.

End Date *

Must be a date.

Status of initiative *

- ○ Proposed
- ○ Confirmed

What is the location/s of your initiative?

(If applicable)

What is the entry/ticket price for guests to attend or participate? *

If no charge, indicate as free.

Is this an inaugural initiative? *

- ○ Yes
- ○ No

If no, please provide details and summarise the success of previous initiative. *

Word count:
Must be no more than 100 words.

If an event or conference, attach the event program (optional)
Attach a file:

Alternatively, summarise the proposed program. (optional)

Alignment with Brisbane Vision 2031:

Brisbane Vision 2031 is Council's long-term community plan for the city. It details our aspirations for our city's future and outlines ideas for achieving this vision. Our sponsorships are selected to support the themes of our vision and we encourage you to familiarise yourself with it before proceeding.

Read more on the *Brisbane Vision 2031*.

Please select one theme that most aligns with your initiative. *

- ☐ Our accessible, connected city
- ☐ Our active, healthy city
- ☐ Our clean, green and sustainable city
- ☐ Our Friendly, safe city
- ☐ Our New World City
- ☐ Our smart, prosperous city
- ☐ Our vibrant, creative city
- ☐ Our well-designed, subtropical city

No more than 1 choice may be selected.

Please expand on how your sponsorship can help achieve that theme. *

Word count:
Must be no more than 100 words.
Only describe the theme that you ticked above and is relevant to your initiative.

Is there a specific Council project or program that you are aware of that your initiative would complement? *

- ○ Yes
- ○ No

If yes, please outline which Council programs / projects that your initiative would complement *

Audience details

Describe your intended attendees/audience profile including key industry group/s represented, demographic information and details of local, national and/or international audiences if possible

Who is your target audience? *

Word count:
Must be no more than 200 words.

If an event or conference, how many delegates do you expect to attend?

Must be a number.
If no delegates expected, please enter '0'

Please enter the number of expected delegates by their origin:

If no delegates from a particular origin, please enter '0'

Expected number of local delegates *

Must be a number.

Expected number of interstate delegates *

Must be a number.
Within Australia, outside of QLD

Expected number of intrastate delegates *

Must be a number.
Within QLD, outside of Brisbane

Expected number of international delegates *

Must be a number.

Please provide an explanation on how these numbers have been reached/ calculated *

Word count:
Must be no more than 100 words.

Your request

* indicates a required field

What is the type of support you are seeking? *

- ○ Funding
- ○ In-kind
- ○ Both funding and in-kind

Funding

How much financial contribution are you requesting (excluding GST)? *

$

Must be a dollar amount.

What is the total financial support you are requesting in this application?

What will this be spent on?

Provide as much detail as possible and avoid general terms such as ‘sponsorship’. This detail will help Brisbane City Council assess your request

Expenditure	**$**
	$
	$
	$
	$
	$
	$
	$
	$

Total Budgeted Expenditure

$

This number/amount is calculated.
The total sponsorship expenditure must be equal to the amount requested.

Validation

$

This number/amount is calculated.
Total budgeted expenditure less total amount requested - this must equal zero.

Attach a budget draft. *
Attach a file:

In-kind support

Please outline the non-financial/in-kind products, services, time or other support you are seeking. *

Funding history and other support

Have you previously received funding/in-kind support from Brisbane City Council for this initiative? *

- ○ Yes
- ○ No

If yes, provide details including the type and amount of funding (e.g. grant, sponsorship) *

Have you approached any other areas of Council with this request, including Councillors? *

- ○ Yes
- ○ No

Including Brisbane City Council Councillors or subsidiaries (Brisbane Economic Development Agency (BEDA), Museum of Brisbane, Brisbane Sustainability Agency, Brisbane Powerhouse)

If yes, please provide details *

If you have other sponsors, including government bodies, please outline their level of support:

Sponsor organisation name	Sponsorship value	Status
	Must be a dollar amount.	

Benefits to Council

* indicates a required field

Outline the benefits you can offer to Council, in exchange for sponsorship support. The benefits offered should be tangible and commensurate with the investment or support being requested. While you are invited to provide your choice of benefits, Council expects the below **minimum benefits** to be offered.

If you are unable to provide one of the minimum benefits, please de-select that benefit, select the option to propose alternative benefits and outline what you can provide instead.

If you are unable to offer the below, please propose a suitable replacement that is equivalent in nature.

All benefits will be used at Council's discretion.

These benefits will form part of your sponsorship agreement with Council if successful. Applicant's must then comply with Council's brand guidelines which will be provided.

The benefits I can offer are: *
☐ Council brand acknowledgement on marketing collateral (e.g. posters, flyers, banners, event signage, e-newsletters, digital promotions, advertising)
☐ Council brand acknowledgement on website including click-through to Council website (unless deemed unsuitable by Council)
☐ Council banners displayed at the event (or equivalent on digital signage)
☐ Speaking opportunity/official invitation to the Lord Mayor or delegate
☐ Opportunity for collateral distribution
☐ Social media acknowledgement (minimum two posts, including input from Council on wording and click through)
☐ Opportunity for a joint media release
☐ Invite to the launch/VIP event (where available)
☐ Photography/videography post-event, available for Council use
☐ Evaluation report provided to Council
☐ We propose alternative benefits to Council, as described below, because we are unable to offer the above minimum expected benefits.
At least 1 choice must be selected.

Please provide detail of which collateral will feature Council brand acknowledgement, including quantities and distribution *

Please enter the number of Council banners (or equivalent digital signage) to be displayed at the event?

Must be a number.

Where/how will collateral be distributed?

Please provide details of proposed social media acknowledgement

e.g. number of posts, channels

Are you able to provide additional benefits that are not listed above? (Optional) *
○ Yes
○ No

Are you able to share Council messages on your organisation's communication channels (for example in social media channels or newsletters)?

Please provide details of additional benefits you can offer Council, over and above the minimum requirement. *

Include details that will help Council assess the value of these benefits such as type, quantities, distribution and timing (as applicable).

Attachments

Attach any proposals, prospectus or supporting documents (optional)
Attach a file:

Marketing and promotion

What are the key elements of the marketing and communication plan, if applicable, (e.g. advertising, promotional channel)? *

If available, attach a marketing plan (optional)
Attach a file:

If applicable, what level of media news coverage is expected? (optional)

e.g. television, radio, web, social media

Certification

* indicates a required field

Insurance

If your application is successful, you will be required to take out the relevant insurance for your sponsorship.

- Public liability insurance with a limit of indemnity of not less than $20 million per occurrence.

- Worker's compensation insurance as required by the laws of Queensland.
- Any other insurance as may be required under any Legislative Requirement or by Council, or that a reasonable person would effect and maintain having regard to the nature of the sponsored activity.

Do you agree to take out the relevant insurance for your event if your application is successful? *

○ Yes ○ No ○ Other:

If you already have insurance for your event, please upload here (optional)
Attach a file:

Declaration

The following section confirms your organisation's endorsement of this application form. It should be completed by someone with the appropriate authority.

- I certify that, to the best of my knowledge, the statements made in this application form are true and correct.
- I understand that for Brisbane City Council to approve funding, I will be required to accept the terms and conditions as set out in the Sponsorship Agreement and I will be required to comply with those terms and conditions including any Brisbane City Council audit requirements.
- I consent to the information contained within this application form being disclosed to or by Brisbane City Council for the purposes of assessing, administering and monitoring the Brisbane City Council sponsorship agreement.
- I acknowledge that Brisbane City Council is or may be collecting my personal information for the purposes of administering and monitoring my funding in accordance with the Sponsorship Agreement. Any personal information collected by Brisbane City Council will be kept in accordance with Brisbane City Council's privacy statement.

Name of certifying representative *

First Name Last Name

Position *

Date Certified *

Must be a date.