

SPONSORSHIP GUIDELINES

National

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PROUDLY DELIVERING THE LOCAL BUYING PROGRAM IN PARTNERSHIP

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Local Buying Foundation Sponsorship Guidelines

Effective Date: July 2025

Purpose

The Local Buying Foundation (LBF) Sponsorship Guidelines provide clear criteria and processes for sponsorship applications, ensuring alignment with the Foundation's mission to drive economic change for small, local, and Indigenous businesses across eligible regions.

Sponsorship Objectives

The LBF aims to sponsor events that:

1. Foster networking and business development opportunities for local communities.
2. Showcase local business capabilities, including small-to-medium enterprises (SMEs) and Indigenous enterprises.
3. Align with the Foundation's funding categories and regional priorities.

Eligibility Criteria

Eligible Events

Sponsorship will be considered for:

- Business awards and ceremonies.
- Conferences (in-person, hybrid, and virtual).
- Networking forums.
- Educational expos and initiatives that enhance workforce development.
- Industry-specific field days or summits.
- Business Development Workshops

Ineligible Applications

LBF will not fund:

- Applications from government entities, schools, commercial businesses, or individuals.
- Capital works or infrastructure projects (e.g., building improvements, tenancy leases).
- Events that do not serve a broader regional or community purpose.

Funding Allocations

CPI-Adjusted Sponsorship Budget Ranges (2025)

To accommodate inflationary pressures, the following funding ranges are applicable from July 2025:

Event Type	2022 Range	2025 Range	Typical Attendees
Full-day forum	\$5,000 - \$15,000	\$6,000 - \$17,000	100+
Half-day workshop	\$3,000 - \$5,000	\$3,500 - \$6,000	50+
Multi-day conference	\$10,000 - \$15,000	\$11,000 - \$18,000	100+
Networking event	\$500 - \$1,500	\$600 - \$2,000	20+
Business Awards	\$3,000 - \$5,000	\$3,500 - \$6,000	100+

Each Local Buying Foundation (LBF) operates independently within its respective state, and the size, funding capacity, and priorities of each foundation can vary significantly. As a result, the total sponsorship funding available differs from state to state. Sponsorship assessments are conducted individually for each foundation, based on the state's Output Strategy, which directly considers expected income into the LBF, actual funds available, and future anticipated commitments and projects. This ensures that sponsorship funding decisions are financially responsible, strategically aligned, and sustainable, supporting the long-term impact of the Foundation in each region.

LBF understands that in some communities there are several variables including attendees and cost.

Additional Support

The LBF may offer in-kind sponsorships, including:

- Digital promotions (e.g., social media, newsletters).
- Recognition on the LBF website and other communication channels.

Application Process

Submission Requirements

1. Sponsorship Prospectus:

- Organisation details.
- Event objectives and expected outcomes.
- Sponsorship levels and benefits.

2. Impact Metrics:

Applicants must define quantifiable outcomes, such as:

- Anticipated attendance (in-person and online).
- Stakeholder diversity, including engagement of SMEs and Indigenous businesses.
- Economic or community benefits.

3. **Digital and Hybrid Events:**

- Applications for hybrid events must outline expected digital engagement metrics.
- Support for digital platforms and virtual branding opportunities may be considered.

4. **Sustainability and ESG Commitments:**

Applicants must outline initiatives to support sustainability or community well-being, such as:

- Use of local suppliers.
- Environmentally friendly practices.

Submission Platform

All applications must be submitted via the Local Buying Foundation's Grant Management Platform (Optible AI), accessible at localbuyingfoundation.com.au.

Review and Approval Process

1. Applications are reviewed for alignment with the LBF's objectives and funding categories.
2. Prioritised applications demonstrate:
 - Regional benefits.
 - Collaboration between local stakeholders.
 - Measurable outcomes.
3. Approved sponsorships require post-event reports, including:
 - Performance against key metrics.
 - Participant feedback.
 - Financial acquittals, if applicable.

Multi-Year Sponsorships

The LBF may offer multi-year sponsorships for events with demonstrable long-term benefits. Applications must include:

1. Comprehensive multi-year plans with clear milestones and metrics.
2. Annual reviews to evaluate alignment with the Foundation's objectives.

Contact Information

For assistance with your application, please contact:

- **Phone:** 1800 536 663
- **Email:** info@localbuyingfoundation.com.au

This document replaces the **LBF Sponsorship Guidelines Revised 2022** and is effective for all sponsorship applications submitted after 1 January 2025.

BUILDING BETTER BUSINESS COMMUNITIES **LOCALBUYING FOUNDATION**

AN INITIATIVE OF THE LOCAL BUYING PROGRAM



Approximately a quarter of all approved applications to the Local Buying Foundation belong to the funding category - Sponsorship of Business Awards, Conferences and Events. This guideline document is to provide context on previously sponsored events and what level of sponsorship the LBF usually applies to these events. Please note that each sponsorship application is still reviewed case by case and we understand that not all sponsorship requests will align with these guidelines.

SPONSORSHIP ELIGIBILITY

Applications are open to sponsorship opportunities which support the intent of the LBF, which is to build better business communities. It is important to note that the LBF cannot fund government, schools, individuals or commercial businesses.

APPLICATION

Sponsorship applications are inline with the LBF's standard funding rounds and are submitted through the National LBF Funding Application form. When you select the sponsorship funding category, you will be prompted to a shorter application process that simply involves entering key organisation details and your supporting sponsorship prospectus.

PROSPECTUS

A sponsorship prospectus is essential to a sponsorship application. Prospectuses are to include:

- Organisation details
- Event Details
- Sponsorship Levels and/or breakdown
- Sponsor Benefits

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Full Day Forum

Event Outcomes

Number of high profile guest speakers and industry expert

Business showcase opportunities

Full day event including networking opportunities

Approx. number of attendees

 100 +

Sponsorship Guide

\$6,000 - \$17,000

Business Awards

Event Outcomes

Category sponsorship to relevant LBF field

High level event with number of support from stakeholders including other sponsors

Opportunity for attendees to network and celebrate

Approx. number of attendees

 100 +

Sponsorship Guide

\$3,500 - \$6,000

Half Day Forum

Event Outcomes

High profile guest speaker and/or industry expert

Business showcase opportunities

Networking opportunities

Breakfast, Lunch, Evening Event

Approx. number of attendees

 50 +

Sponsorship Guide

\$3,500 - \$6,000

Multiday conference


Event Outcomes

Number of high profile guest speakers and industry experts

Business showcase opportunities, business development opportunities

Different events - eg. careers expo, luncheons.

Approx. number of attendees

 100 +

Sponsorship Guide

\$10,000 - \$18,000

Networking Events

Event Outcomes

Networking opportunities with local businesses and stakeholders

Usually a part of a series of events throughout the year

Local keynote speaker or industry expert

Approx. number of attendees

 20 +

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\$600 - \$2,000

Every sponsorship application is reviewed individually. Other sponsorship opportunities may include workshops, published documents, career expos, summit events, field days and many more. Please note that these are just a guideline for sponsorship. The LBF understands that in some communities there are a number of variables including attendees and cost.

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