QUEENSLAND DAY

Sponsorship Program

Budget template

Budget

Please read through the following section on expenses and revenue to ensure you correctly complete the budget and account for all the likely costs and income. Some items for consideration are:

Expenses

List all the possible expenses associated with the event even if they are not intended to be covered by the sponsorship offered under this program.

- **Marketing and communications**
  Advertising (print, radio, television, social media), promotional collateral, programs, marketing activities, public relations, graphic design, associated printing costs.

- **Venue hire and infrastructure**
  Venue hire, rigging, generator hire, fencing, toilets, traffic management, hire equipment (marquees, tables, chairs), staging, waste management, wet weather contingency. Please note that hire of an applicant's own venues and infrastructure will not be covered under this program.

- **Materials and supplies**
  Consumables, catering, theming and decorations, supplies needed to deliver the event.

- **Performers and external suppliers**
  Wages and/or fees and expenses paid to external suppliers and performers.

- **Staffing***
  Internal project management, event staff overtime, travel costs, entitlements. If your organisation is providing in-kind support, this must be recorded as both an expense and income (in-kind support).

- **Administration***
  Audit and accounting, consumables, bank charges and taxes, electricity, legal and licence fees, office supplies, stationery, telecommunications, insurances, postage and freight.

- **Other**
  Any other costs directly associated with the event. Refer to the program guidelines as to what is eligible for funding.

  not eligible for sponsorship under this program

Revenue

List all the possible sources of revenue associated with the event, both cash and in-kind.

- **Cash sponsorships**
  Any corporate and private cash sponsorships, or cash donations you will be receiving. Please note if these are not yet confirmed by marking with 'TBC' (to be confirmed). The amount you are applying for under this program should be included here.

- **In-kind**
  Any in-kind support to be provided by external organisations for your event. You must also include any in-kind contributions from your organisation. This could include staff/volunteer hours, venue hire, donations and products.

- **Other**
  Any other type of income for the event including fees charged to stall holders at your event, food, drink and ticket sales.

Notes on how to prepare your budget

All costs must be listed as GST exclusive.

The template requires expenses and revenue to be listed under category headings. Each heading allows for budget elements to be itemised and must reflect real costs.

Using the 'Queensland Day Sponsorship Program' column under expenses, you are required to break down the total amount you are requesting and detail what specific elements you propose to spend the sponsorship on.

Record any in-kind contributions as both revenue and expenses. For example, if your internal staffing costs are estimated as $5000, you must include this as an 'expense' and you must also record this as an in-kind contribution by your organisation as $5000 in 'revenue'.

Total expenses must equal total revenue.

Queensland Government

QUEENSLAND DAY
Sponsorship Program

Expenses

Item	Total cost	Queensland Day Sponsorship Program
Marketing		
	$	$
	$	$
Venue hire and infrastructure		
	$	$
	$	$
Materials and supplies		
	$	$
	$	$
Performers and external suppliers		
	$	$
	$	$
Staffing		
	$	Not eligible for sponsorship
	$	
Administration		
	$	Not eligible for sponsorship
	$	
Other		
	$	$
	$	$
Queensland Day Sponsorship Program amount requested	$	
TOTAL EXPENSES	$	

QUEENSLAND DAY

Revenue

Item	Value
Cash sponsorships	
Queensland Day Sponsorship Program	$
	$
	$
	$
In-kind	
	$
	$
	$
	$
Other	
	$
	$
	$
	$
TOTAL REVENUE	$

If you were granted less than the maximum amount you requested, what elements of the event would you change, or what costs would you reduce and how?

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