

## 1. FUNDING LOCALITY

Consideration for financial assistance as the Community Beneficiary of the Botanic to Bridge 2017 will only be given for an organisation's/charity's project that will directly benefit the Gladstone region.

Through the involvement of our corporate sponsors and the community, the successful initiative/project will receive a one-off payment of up to \$20,000 from the 2017 Botanic to Bridge event. Preference will be given to those initiatives that address a critical need and align with the event objectives of health, wellness and community.

## 2. FINANCIAL ASSISTANCE

Financial assistance may be granted to the Community Beneficiary to support the following:

- Mobility and learning aids
- Educational equipment and assistance
- Recreational and respite programs
- New technologies
- Medical equipment
- Sporting infrastructure or equipment
- Motor vehicles
- Building projects or modifications
- Research.

Financial assistance is unlikely to be granted for:

- Office equipment
- Sponsorship or fundraising appeals
- Scholarships
- Religious or political purposes
- General operations or running costs
- Projects outside of Gladstone region
- Personal assistance.

## 3. EVENT SUPPORT

It is an expectation that the successful organisation/charity selected as the 2017 Botanic to Bridge Community Beneficiary will:

- Actively promote the event through all necessary and accessible channels, e.g. website, internal marketing, e-news or public relations. The organisation/charity must be prepared to circulate 2017 Botanic to Bridge marketing collateral and communications, provided by GPC, to its database/members.
- Provide support, if necessary and requested by GPC, towards media interviews, public relations activities, talent sourcing, event ambassador, and event entertainment.
- Provide volunteers to assist on race day with the operations/logistics of the event, such as manning of water stations.
- Provide volunteers to assist in the promotion of the event or at times when required by GPC such as the Botanic to Bridge launch, media activities and pre-promotion activities.
- Allow installation and display of a commemorative plaque to acknowledge GPC's community investment. The plaque may measure 1700mm x 700mm.

#### 4. COMMERCIAL BRANDING

The organisation/charity cannot advertise or represent any commercial brands it may be associated with during the 2017 Botanic to Bridge event, as this may detract from the event's partners and sponsors.

#### 5. SELECTION PROCESS

The selection of the Community Beneficiary of the 2017 Botanic to Bridge is at the absolute discretion of GPC and any such selection is final.

The selection panel will comprise of GPC representative/s as well as 2017 Botanic to Bridge Platinum and Gold Sponsor representatives.

GPC may consult with other stakeholders as required to determine final beneficiary.

#### 6. OTHER

The organisation/charity seeking selection as the Community Beneficiary must not:

- Bring or have the likelihood of bringing GPC and/or the 2017 Botanic to Bridge into public disrepute, contempt, scandal or ridicule;
- Offend or likely to offend public opinion; or
- Reflect unfavourably upon GPC and/or the 2017 Botanic to Bridge event's reputation.

Each organisation/charity applying to be the Community Beneficiary of the 2017 Botanic to Bridge must be prepared to clarify all of their existing sponsorship arrangements to the extent required to ensure that there are no corporate conflicts with GPC and/or the 2017 Botanic to Bridge.