

## Gladstone Ports Corporation's – Port to Park Fun Run – Community Beneficiary

### Funding Application Eligibility Criteria

#### 1. Funding Locality:

Consideration for financial assistance as the Community Beneficiary of the Port to Park Fun Run will only be given for initiatives/opportunities that will directly benefit the Gladstone region.

The successful initiative/opportunity will receive a one-off payment of up to \$80,000 (excluding GST) from Gladstone Ports Corporation's ("GPC") Port to Park Fun Run event in GPC's 110<sup>th</sup> year of operations. GPC and its major sponsors reserve the right to award multiple initiatives/opportunities up to a total combined amount of \$80,000 (excluding GST). Preference will be given to those initiatives that address a critical need, create legacy and align with the event objectives of health, wellness and community.

The initiative/opportunity must be actioned this calendar year.

#### 2. Eligibility:

Groups applying for this opportunity must be not-for-profit or charity organisations. Groups that are not eligible include schools, school P&C associations (or equivalent), sporting teams and individual athletes.

Activities that will not be supported include those which:

- conflict with GPC's values and priorities,
- involve inappropriate use of alcohol or gambling,
- activities which provide a direct financial benefit to GPC or GPC representatives, consultants or contractors, and
- are from groups that have received previous funding from GPC in the last two (2) years.

#### 3. Financial Assistance:

Financial assistance may be granted to the Community Beneficiary or Beneficiaries to support the following under the Community Support focus area:

- Medical equipment in hospitals and community health services
- Family support
- Mental health support programs/activities
- Mobility and learning aids
- Educational equipment and assistance
- Infrastructure, equipment or new technologies that promote a healthy and active lifestyle
- Purpose built asset or transport solutions
- Recreational and respite programs.

Financial assistance is unlikely to be granted for:

- Wages, office equipment and general office expenses
- Sponsorship or fundraising appeals
- Scholarships
- Religious or political purposes
- General operations or running costs
- Projects outside of Gladstone region
- Personal assistance.

#### **4. Event Support:**

It is an expectation that the successful organisation/charity selected as the Port to Park Fun Run Community Beneficiary or Beneficiaries will:

- Provide staff/volunteers to support activities in event week and on event day (Sunday 18 August 2024) such as event operations/logistics or manning of water station/s.
- Contribute to social media content for the event to assist in awareness of the Fun Run and the financial support the beneficiary has received.
- Actively promote the event through all necessary and accessible channels, e.g. the organisation's website, social media, internal marketing, e-news or public relations. The organisation/charity must be prepared to circulate Port to Park Fun Run marketing collateral and communications, provided by GPC, to its database/members.
- Provide support and participate in, if necessary and requested by GPC, media interviews, public relations activities, talent sourcing, event ambassador and event entertainment.
- Allow installation and display of a commemorative plaque to acknowledge GPC's community investment. The plaque may measure 1700mm x 700mm (to be funded by GPC).

#### **5. Commercial Branding:**

The organisation/charity cannot advertise or represent any other commercial brands it may be associated with during the Port to Park Fun Run event, as this may detract from the event's partners and sponsors.

#### **6. Selection Process:**

The selection of the Community Beneficiary or Beneficiaries of the Port to Park Fun Run is at the absolute discretion of GPC and its major sponsors and any such selection is final.

The selection panel will comprise of GPC representative/s as well as any other representatives, as required.

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

#### **7. Other:**

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

- Bring or have the likelihood of bringing GPC and/or the Port to Park Fun Run into public disrepute, contempt, scandal or ridicule
- Offend or likely to offend public opinion
- Reflect unfavourably upon GPC and/or the Port to Park Fun Run's reputation.

Each organisation/charity applying to be the Community Beneficiary of the Port to Park Fun Run 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 Port to Park Fun Run.