

Working with the

LORD MAYOR'S CHARITABLE TRUST



ABOUT US AND OUR BRAND

The Trust works with residents, charities, investors, local communities, ratepayers, and businesses to deliver upon the Trust's purpose of providing money or benefits to support Brisbane's grassroots charities and other charitable grassroots activities.

The Trust's Brand Protection Policy (available on request) manages the Trust's name, logo, and reputation and the protection of its association in communications, engagements, events, and activities by and on behalf of the Trust.



OUR BRAND IDENTITY

The Trust presents its brand identity in communication material in a standard way that includes specifications for the Trust logo and name, colours, font, tone, and imagery. All communication material for the Trust must comply with these standards.

*Please contact the Trust Secretariat for further guidance, and to organise approval of any communication material, **before** publishing or distributing.*



USING THE TRUST LOGO AND NAME

The Trust logo and name must not be used by any person for any purpose without first obtaining the approval of the Trust in writing.

Please contact the Trust Secretariat to facilitate any appropriate approval.

HOLDING EVENTS



The prior written consent of the Trust Secretariat must be sought and obtained to hold events, fundraising activities or engagements **for or on behalf of the Trust or where the Trust will be nominated as a beneficiary of the activity.**

That request should include the following details:

- Date of event
- Intended audience
- Ticket prices
- What activities will take place at the event

In holding such an event, no conditions or contractual obligations must be placed on the Trust in relation to its role as beneficiary.

The Trust **must not** be linked, identified, named, or implicated as a supporter, beneficiary or interested party of an event, activity, or engagement in circumstances where:

- consent has not been requested from the Trust through the Trust Secretariat;
- consent has been declined by the Trust through the Trust Secretariat; or
- the timeframe in which consent is sought from the Trust is insufficient to enable the decision to be reasonably made and for the approval processes for use of the Trust logo, name, and Brand Identity to be managed effectively.

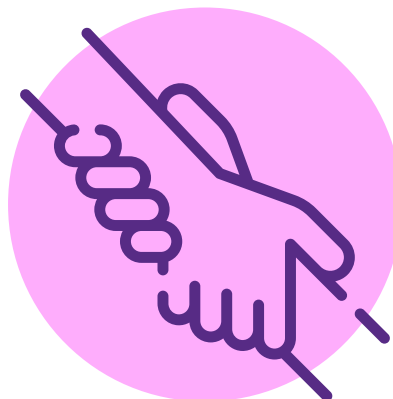
SEEKING DONATIONS



The Trust appreciates the work of others in engaging with the community, businesses, and philanthropists to support the work of the Trust by advocating for the Trust in relation to donations as well as securing prizes.

All donations must be made to the Trust freely, without conditions, contractual obligations, or expectations and without endorsement by the Trust of the donor, its products or services.

Please obtain written approval from the head of the Trust Secretariat to seek donations on behalf of the Trust.



SEEKING SPONSORS FOR TRUST EVENTS



The Trust will select sponsorships (both cash and in kind) that are aligned with the Trust's overall brand, purpose, aims and priorities.

- The Trust should not be committed to any sponsorship arrangement without prior discussion with the head of the Trust Secretariat.
- The Trust will exercise due diligence when assessing suitability of potential sponsors.
- Unless authorised by the Trust, sponsors must not use the Trust, its events, activities, engagements, or communication material as a direct sale channel for their products and services or as a promotion for any interest, goods, services, products, event, activity or business other than the Trust
- Sponsors will not have input or expect to influence the messages of the Brisbane City Council or the Lord Mayor towards their business area, interests or activity.

Potential sponsorship opportunities or proposals must be brought in writing to the head of the Trust Secretariat for consideration.

Please note that any purported commitment will be ineffective and invalid until the Trust decision on the proposal is made.