

CSQ sponsorship guide

Purpose

Construction Skills Queensland (CSQ) offers two sponsorship rounds each year for industry organisations and associations whose activities align with CSQ's strategic priorities*.

These biannual rounds provide a fair, transparent and consistent approach to assessing proposals. Set intake periods allow CSQ to compare opportunities effectively, apply clear evaluation criteria, streamline approval processes, and plan sponsorship investments strategically to maximise value for industry.

Sponsorship intake timeframes

CSQ sponsorship intake takes place in **April** and **October**. This structure provides sufficient time for requests to be reviewed, and outcomes advised, well in advance of proposed sponsored activities.

Applicants should ensure the proposed sponsorship schedule allows adequate lead time for planning, contracting, and activation following the intake period:

- **April intake:** Sponsorship delivery should take place between **June of the current year and April of the following year**.
- **October intake:** Sponsorship delivery should take place between **January and October of the following year**.

This approach ensures CSQ can properly plan sponsorship activities, allocate funding responsibly, and maximise the impact of each partnership.

Following the close of each intake, CSQ formally reviews all submissions.

This assessment process typically takes three to four weeks and proposals are evaluated against CSQ's sponsorship criteria, including alignment with strategic priorities, industry reach, and value to the construction sector.

Once assessments are finalised, the nominated contact for each application will be notified of the outcome. Successful applicants will then progress to formal contracting and invoicing, enabling both parties to confirm the sponsorship agreement and begin planning for the supported activity or event.

Areas of assessment

As an industry-funded organisation, CSQ requires sponsorships to provide meaningful value for the construction sector.

When assessing proposals, CSQ seeks opportunities to deliver strong industry exposure, promote workforce development initiatives, and support engagement with key stakeholders across the building and construction industry.

Sponsorships proposals are therefore considered for how well the opportunity:

- Aligns with CSQ's strategic priorities* and workforce objectives
- Provides visibility and engagement with the construction industry
- Supports the promotion of training, skills development, and career pathways
- Strengthens CSQ's connection with industry partners, employers, and stakeholders

Additional assessment criteria

In addition to alignment with CSQ's strategic priorities, all sponsorship applications are assessed against the following key criteria:

- **Value for investment:** Ensuring the proposed level of funding is appropriate and clearly aligned with the outcomes and benefits being delivered.
- **Return on exposure:** Evaluating the scale and quality of exposure opportunities, including audience reach, brand visibility, and engagement with relevant industry stakeholders.
- **PR and engagement opportunities:** Preference is given to sponsorships that provide additional opportunities for media coverage, public relations activity, and meaningful engagement through events, partnerships, and industry connections.
- **Audience reach and impact:** Consideration of the expected audience numbers and the relevance to CSQ's target sectors within the construction industry.

By applying these criteria, CSQ seeks to ensure that each sponsorship delivers measurable value to industry, strengthens stakeholder engagement, and supports broader workforce development outcomes.

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CSQ Sponsorship intake process

