2021-22 Event Sponsorship Guidelines

**What do we want to achieve through the Event Sponsorship Program?**

The Borough of Queenscliffe Event Sponsorship Program are provided to:

* Support and promote a healthy, involved and creative community
* Increase community capacity, economic opportunities and build a greater understanding of Council’s role in the community
* Give financial assistance to organisations that can provide tangible and measurable commercial and /or other community benefits from the conduct of an event

**Funding is available for:**

* Established and new events
* One-off and repetitive events
* Not-for-profit and commercial events

**There are 3 sponsorship categories:**

* Local Event (up to $5000)
* Minor Event (up to $10,000)
* Major Event (over $10,000)

**Is my event eligible?**

• The event will be held in the Borough of Queenscliffe and will specifically benefit residents and businesses of the Borough

• Events that include other municipalities but have a dominant component in the Borough

• You are an incorporated, not-for profit group or commercial organisation

• You are an unincorporated, not-for-profit group with an auspice arrangement\* with an incorporated, not-for profit group

• You are an individual with an ABN or have an auspice arrangement

• Your event meets the criteria for funding (see event sponsorship policy)

• You have discussed the proposed event with appropriate Council Officers

**Who cannot apply?**

• Delegated Committees or Community Asset Committees of the Borough of Queenscliffe Council

• Organisations who have not completed an Acquittal Report for a previous Borough of Queenscliffe grant (Event sponsorship or Community Grant)

• Organisers who are not planning to stage the event in the Borough of Queenscliffe

• Organisers who cannot adequately demonstrate financial commitment from sources other than Council

• Organisers who are accepting sponsorship from companies that Council deem are not suitable or aligned with the Council Plan 2017 – 2021

**How do I apply?**

All applications must be made via Council’s online application form [www.queenscliffe.vic.gov.au](http://www.queenscliffe.vic.gov.au)

**How will I be notified about the result of the funding program?**

All applicants will receive acknowledgment of receipt of their application within 1 week.

All applicants will be notified of the outcome of their application by mail by 30 September 2021.

**What are the conditions of the Grant?**

* If your organisation is successful in receiving a sponsorship, payment will be made into your nominated bank account once all relevant documentation is received
* Payment milestones may be put in place. If your project is being auspiced, you will need to submit the banking details of your auspice organisation
* Successful applicants will need to complete and sign sponsorship agreement with the Borough of Queenscliffe
* An Event Sponsorship acquittal form and brief evaluation of the project must be submitted to Council one month after completion of the project
* Funds are required to be expended by 30 June 2022

*Please note: applicants will be ineligible for further grants if the Event Sponsorship grant acquittal process is incomplete.*

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| **Dates to Remember**  1 July 2021 – Applications open  31 July 2021 – Applications close  August 2021- Applications assessed  September 2021 - Applicants notified  30 June 2022 – Event completed and acquittal supplied to Council | **Need assistance?**  Please contact the Economic & Community Development Team by phoning 5258 1377  or emailing [info@queenscliffe.vic.gov.au](mailto:info@queenscliffe.vic.gov.au) |