


## COUNCIL POLICY

Event Sponsorship	<b>Adopted By Council:</b>	28/08/13	
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	<b>Directorate:</b>	Organisational Performance & Community Services	
	<b>Responsible Officer:</b>	Economic and Community Development Program Leader	

### CONTEXT

The Borough of Queenscliffe 2017–2021 Council Plan has been developed around five strategic objectives; community wellbeing, environmental sustainability, local economy, planning and heritage and governance and performance.

To ensure the Borough of Queenscliffe remains a safe haven for the historic, cultural and environmental values that make it a special place, the Borough of Queenscliffe seeks to support and promote a healthy, involved and creative community through the sponsorship of events. In particular, events that are aligned with Councils values and which meet identified community needs in an equitable and accountable way.

### PURPOSE

The purpose of this policy is to provide an understanding of Council's objectives and approach for sponsorships and to provide a consistent framework for the consideration of sponsorships made to organisations that increase community capacity, economic opportunities and build a greater understanding of Council's role in the community.

This policy outlines the event sponsorship program for individuals, groups and organisations seeking funding from Council for an event within the Borough. Funding is available for:

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

This policy should be read in conjunction with Council Policy CP012 Events.

### DEFINITIONS

#### Sponsorship

Sponsorship is a business transaction in which a sponsor provides a financial payment or value in-kind to support an event, project, service or activity, in return for negotiated commercial and other community benefits. It is a business transaction because it involves an exchange that has a measurable value to each party in commercial, communication or philanthropic terms.

Sponsorship is different to funding grants, where money or goods are provided to recipients through a formally recognised program for a specified purpose, but with no expectations of commercial return.

<b>Value in-kind</b>	is the value of a product or service provided in place of cash.
<b>Local event</b>	<p>are sponsorships valued up to the value of \$5,000, and must be an event which:</p> <ul style="list-style-type: none"> <li>• supports participation and celebration of our local communities</li> <li>• is usually defined as small scale in nature and has a dominant social and community focus</li> <li>• economic and/or marketing outcomes are not the main benefit for Council</li> <li>• will predominantly attract local visitors from within the Borough</li> </ul>
<b>Minor Event</b>	<p>are sponsorships up to the value of \$10,000 and must be an event which:</p> <ul style="list-style-type: none"> <li>• may occur annually, biennially or a one-off event</li> <li>• is recognised beyond the Borough of Queenscliffe, and may be state or nationally recognised</li> <li>• provides opportunities for the local community to economically and socially benefit</li> <li>• attracts people to the municipality</li> <li>• allows for marketing and branding opportunities for the Borough of Queenscliffe and its townships at a local scale (or beyond)</li> <li>• may be smaller in scale than a Major event and display growth potential (existing events must show growth elements from previous years, new events can apply for seed funding)</li> </ul>
<b>Major Event</b>	<p>are sponsorships valued over \$10,000 and must be an event which:</p> <ul style="list-style-type: none"> <li>• may occur annually, biennially or a one-off event</li> <li>• is state, nationally or internationally recognised</li> <li>• provides strong opportunities for the local community to economically and socially benefit</li> <li>• attracts people to the municipality</li> <li>• provides significant opportunities for marketing and branding or media exposure both within Victoria or nationally</li> <li>• displays growth potential (existing events must show growth elements from previous years, new events can apply for seed funding)</li> <li>• positions the Borough to attract other events or provides significant influence with Government.</li> </ul>
<b>Commercial benefits</b>	These benefits may include branding exposure in project signage, promotional material, advertising, site or exhibition space, public acknowledgements in speeches and media materials, invitations to participate in opening ceremony, inclusion of information in information packs and more.
<b>Other Community benefits</b>	These benefits increase community capacity and/or economic activity and may include providing opportunities to create goodwill in the local community; providing start-up or expansion opportunities for local community events, projects, services or activities; using local businesses, materials and services; providing opportunities for partnering and collaboration; stimulating local business, networking and professional development opportunities; and more.
<b>Conflict of interest</b>	A Councillor or a Council officer may have a conflict of interest that arises in a sponsorship arrangement if the person has a direct or indirect interest in a sponsorship arrangement, as defined under the <i>Local Government Act 2020</i>

## **POLICY**

The Borough of Queenscliffe aims to provide financial assistance to organisations that can provide tangible and measurable commercial and/or other community benefits from the conduct of an event which benefits the local community.

Any sponsorship that Council provides must not compromise Councils reputation, image, probity or ability to fulfil its functions and responsibilities.

### **1. What is the Event Sponsorship Program**

The Event Sponsorship Program is:

- Released twice a year for all event organisers hosting events in the Borough of Queenscliffe within the current financial year
- A program that enables events to apply under different streams depending on size and focus;
- Available to not-for-profit and for-profit event organisers;
- Supportive to Major and Minor events that are held in the off-peak season (peak season applies to 15 Dec to 31 January, Long weekends and Easter)
- Supportive of Local events year round.

### **2. Event Categories**

Events may fall into one of three categories – Local, Minor and Major.

Council Officers reserve the right to advise funding applicants of the most appropriate category to enter and can reallocate submission to the correct funding category.

### **3. Funding levels**

Events that meet the selection criteria can apply for funding at the following levels:

- Local events: funding can be sought for up to \$5,000
- Minor events: funding can be sought for up to \$10,000
- Major events: funding can be sought for over \$10,000

Major events that are seeking greater than \$10,000 can apply for multiple year funding agreements and will be required to undergo a more rigorous application process.

### **4. Application Process**

#### **4.1 Eligible applicants**

Eligibility requirements for event sponsorships are:

- The event is 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;
- Organisations must be incorporated, not-for-profit or commercial in nature
- 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.

Applications from schools will only be considered if the proposed event is not part of the normal school curriculum and strengthens links to the broader community

Funding preference will be given to events not previously supported under this program, however, it is understood some events occur annually or biannually and rely on Council's funding support.

Organisations will be required to quote an Australian Business Number (ABN) or if an exemption applies to provide a written statement of entitlement to exemption (Statement By Supplier).

*\*Auspicing allows not-for-profit, incorporated organisations to accept grant funding on behalf of individuals or groups who are not incorporated. The auspice organisation is responsible for accepting the grant, receiving the grant and paying the grant to the grant recipient and ensuring, to the best of their ability, that the funds are used for the purpose for which the grant is intended.*

*The auspice will also sign the Grant Agreement and will be responsible for the grant acquittal. Generally, if your event is auspiced, public liability insurance is the responsibility of the applicant, not the auspice organisation.*

#### 4.2 Ineligible applicants

Those ineligible to apply for event sponsorships are:

- 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
- Applications will not be accepted unless discussion about a proposed event has taken place with appropriate Council Officers.

#### 4.3 When and how to apply

The Event Sponsorship Program for will be released and advertised in two rounds each year.

##### **Round One**

Open 1 July, close 30 July, with a September announcement for delivery of events until 30 June.

##### **Round Two**

Open 1 Dec, close 30 Dec, with a February announcement for delivery of events up 15 December.

All applications must be made via Council's online application form, which are available from [www.queenscliffe.vic.gov.au](http://www.queenscliffe.vic.gov.au)

It is essential that you speak to the appointed Borough of Queenscliffe Officer from the Economic and Community Development team prior to submitting an application.

New Minor and Major Events must demonstrate the event is at a suitably planned and accepted stage prior to submitting an application. This includes planning approval, approvals from key bodies such as (but not limited to) Police, VicRoads, CFA and landowners.

Major events will be required to work in partnership with Council’s Economic and Community Development team to establish the key benefits of the event and the justification as to why the desired event funding is warranted. Once finalised the event organiser will be required to present to Council. Economic and Community Development staff will work with applicants to determine which category events fit within.

## 5. Assessment Criteria

Funding applications will be assessed using the following criteria. There is no requirement to meet all dot points indicated in each criteria, however submissions that are able to demonstrate these attributes will receive stronger preference:

	Minor & Major	Local
<p><b>Economic development opportunities</b> – describe how the event will stimulate the economy including:</p> <ul style="list-style-type: none"> <li>• Boosting off-peak visitation, overnight stays and expenditure;</li> <li>• The amount of visitation/tourism from people attending from outside the Borough of Queenscliffe and the length of stay during the event;</li> <li>• The level of pre training or visitation that the event will generate in the lead up to the event;</li> <li>• The level of expenditure these visitors will generate (or have generated historically);</li> <li>• The opportunities where the Borough of Queenscliffe can be promoted, the nature of this promotion and the marketing reach;</li> <li>• The level of involvement of local businesses in the event both pre (supply chain expenditure in event set up) or during (stall holders);</li> <li>• The ability of the event to trigger repeat visitation to the Borough of Queenscliffe;</li> <li>• Reinforce and or strengthen the desired ‘brand’ of the Borough of Queenscliffe in a positive way.</li> </ul>	40 %	10 %
<p><b>Social opportunities</b> – detail the community benefits provided by the event – short and long term including:</p> <ul style="list-style-type: none"> <li>• How the event will create social gathering opportunities;</li> <li>• The level to which people of diverse groups and ages are brought together;</li> <li>• Evidence of how the event will positively impact the community;</li> <li>• Identify if the social opportunities are short (event specific) or long term (ongoing spin offs) in nature;</li> <li>• Level of involvement by local volunteers;</li> <li>• How the event caters for needs of all abilities (disability etc).</li> </ul>	20 %	35 %
<p><b>Sport, recreation and cultural opportunities</b> – describe how the event contributes towards:</p> <ul style="list-style-type: none"> <li>• The development of either sport, recreation and cultural opportunities in the Borough of Queenscliffe;</li> <li>• Sport, recreation and cultural networks in the Borough of Queenscliffe;</li> </ul>	20 %	35 %
<p><b>Environmental sustainability</b> – does the event plan for and contribute to:</p> <ul style="list-style-type: none"> <li>• Positive environmental sustainable outcomes in the short (event specific) or longer term;</li> <li>• Provide an element of environmental education or awareness for attendees;</li> <li>• A level of excellence in event management from an environmental aspect (includes rubbish removal, waste, recycling, techniques that minimise the carbon footprint of the event);</li> <li>• Minimisation of single use of plastic bottles, plastic bags and plastic straws.</li> </ul>	20 %	20 %

## **6. Events or event components that can receive funding**

The following types of events will be eligible to apply for funding under the Borough of Queenscliffe Event Sponsorship Program:

- Events that complement and promote the 'brand' of the Borough of Queenscliffe or the townships they are situated in
- Events that support the 2017 – 2021 Council Plan
- Minor & Major events staged outside of the peak period
- Community Events can attract funding for any time of the year
- Events that demonstrate the need for financial assistance
- Existing events that display new elements or growth linked to the funding.

The following components of the event can receive funding:

- Marketing and promotion initiatives and collateral
- Equipment hire
- Site/venue hire
- Event planning reports (\$5,000 maximum)
- Catering (limited to \$1,000)
- Photos and videos of the event in the Borough of Queenscliffe
- New event components (growth items)

Events seeking funding of \$5,000 and above will be required to nominate the particular component and the amount within the event that the funding will facilitate.

## **7. Events or event components that will not be funded**

The following types of events will **not** be funded under the Events Sponsorship Program:

- Events that are entirely tradeshows, conferences, teaching programs or lectures
- Interstate or overseas travel or accommodation
- Events designed to promote a solely political purpose
- Events that have already commenced or already occurred by the application closing date
- School fairs, markets and fetes, unless there is a wider community benefit
- Circuses or events with caged exotic animals
- Events that fundraise in nature (unless the project provides considerable community benefit).

The following components of the event will **not** be funded:

- Capital or ongoing maintenance works
- Prize money, awards and trophy production
- New building works
- New or replacement furniture, equipment and fixtures
- Organisational core operating costs such as funding for permanent staff members, insurance and utilities.

## **8. Funding Agreement & Conditions**

Successful applicants will be required to enter into an agreement with the Borough of Queenscliffe Council.

The agreement will list any recognition benefits to be provided to Council, which may include:

### Promotion and Marketing

- Borough of Queenscliffe signage at all activities and events related to the project (or mutually agreed with event organisers)
- Recognition of the Borough of Queenscliffe in all advertising, promotions and social media
- Funded groups to recognise the Borough of Queenscliffe as a funding source on all project and publicity materials. (Please contact the Economic and Community Development Unit on (03) 5258 1377 to obtain the relevant logo and to ensure that the Borough sights and approves proofs of all materials prior to production.) Unauthorised use of the Borough of Queenscliffe logo on other material will result in the organisation being ineligible to apply for further grants
- All printed material including invitations, fliers, posters and programs must include the Borough of Queenscliffe logo
- An opportunity for a Borough of Queenscliffe representative to speak at events and activities
- Inclusion of a Borough of Queenscliffe message in the event program at no charge
- Copies of any “products” to be provided to the Borough prior to the completion of the project
- Borough of Queenscliffe flags or banners may be required by Council to be erected in designated positions (or as mutually agreed with event organisers)
- Agreement of Event Organiser to implement “Survey Monkey” or similar survey tool for evaluation purposes
- Agreement of Event Organiser to ensure the event is a “Waste Wise” event.

### Governance

- Funded groups will need to complete a sponsorship agreement and acquittal report. The Borough of Queenscliffe will provide pro-formas. The sponsorship agreement needs to be signed before any payment can be made. The acquittal report must be completed at the end of the project and be received within twelve months of receiving grant funding. The group will be ineligible for any further grants if this report is incomplete
- It is the responsibility of all applicants to supply the relevant taxation and insurance documentation in the application form
- Funds made available through the Event Sponsorship Program are to be spent on the activities as outlined as part of the application process and agreement
- Activities arising from the sponsorship allocation must take place within the Borough of Queenscliffe and benefit Borough of Queenscliffe residents and visitors
- Funded groups must seek advice from Council before making significant changes/variations to the implementation of the project or to the proposed budget
- Allocated funds are to be expended within twelve months of receiving the funding, unless otherwise negotiated. Accurate financial records of the recipient organisation must be maintained and made available to Council staff in the event of any further audit by Council into the use of the sponsorship
- Council officers may request meetings with the applicant to check progress during the period of the activity, or undertake an independent audit of the books and records of the applicant
- The Borough of Queenscliffe is not responsible for meeting any shortfall should the project run over budget
- Any sponsorship funds not expended on the project will be returned to the Borough of Queenscliffe
- The Council, its agents and employees shall not be responsible at any time for any liabilities incurred or entered into by the recipient organisation as a result of, or arising out of that organisation’s responsibilities under the Sponsorship Agreement
- The recipient shall release and indemnify the Council, its agents and employees against any claim, demand, liability, costs, expenses, actions arising out of or in any way connected with the activities of the recipient, or the recipient’s agents in consequence of the authorisation/ funding agreement except where the claim, demand, liability, costs or action are caused by the Council, its servants or agents

- If the event is to be held on Council property, approval must be sought from Council through the relevant department(s)
- List the event on Visit Victoria's website
- Participate in a de-brief process post event and report on event delivery, identified improvements and key event outcomes
- Provide evidence of the impact /success of the event including survey data, photos and media exposure.

## **9. Public Liability Insurance**

Public liability insurance is required for all Borough of Queenscliffe events and a Certificate of Currency must be submitted. Generally, if your event is auspiced, public liability insurance is the responsibility of the applicant, not the auspice organisation. Please check with your auspice organisation.

If you do not currently have public liability insurance and your request for funding is successful, you will be required to obtain public liability insurance prior to payment of the grant.

## **10. Accessibility**

Where possible, Event Organisers should make their event accessible and inclusive for all. This includes physical access to events, as well as ensuring written materials are visually accessible.

Resources that may assist you include:

Guidelines for Producing Readable Text: Vision Australia has fact sheets designed to help you produce information which is clear and readable (i.e. clear, large font, good colour contrast etc).

Visit [www.visionaustralia.org.au](http://www.visionaustralia.org.au) for more information.

## **11. Payment Process**

If your organisation is successful in receiving a sponsorship, payment will be made into your nominated bank account once all relevant documentation is received, including a signed Funding Agreement and evidence of public liability insurance. 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.

## **12. Conflicts of Interest**

Councillors and Council officers must disclose any conflicts of interest in relation to a sponsorship application.

## **CONTINUOUS IMPROVEMENT**

This policy will be reviewed on a continuous basis, but as a minimum every three years.

## **OTHER REFERENCES**

Borough of Queenscliffe Sponsorship Application Form

*Local Government Act 2020*

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