

# Event Sponsorship Program Guidelines

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# Introduction

Events play a vital role in building strong and sustainable communities and can provide a range of social and economic benefits.

Federation Council has introduced a program that provides the opportunity to develop sponsorship arrangements with organisations delivering events in the local government area. This program will encourage and foster innovation, creativity and the promotion of the region as a vibrant and diverse place to live and visit.

A core focus of this program is supporting events that increase visitation and overnight stays in the region, which in turn will have significant economic impacts on the community.

## Sponsorship

### 1.1 What is sponsorship?

*A commercial arrangement in which a sponsor provides a cash or in-kind contribution to support an activity in return specified benefits. Sponsorship can be provided by the corporate sector or private individuals in support of Federation Council sponsorship assets.*

Sponsorship does not include:

- The selling of advertising space;
- Joint ventures;
- Consultancies; and
- Unconditional gifts, donations, bequests or endowments.

Any sponsorship arrangement that is offered or sought by Federation Council must:

- Benefit Federation Council and its residents, workers and visitors;
- Not create an actual or perceived conflict of interest;
- Comply with council's event application process and all relevant council policies; and
- Not fetter or interfere with the Federation Council compliance with and exercise of its legislative obligations under the Local Government Act 1993, the Environmental Planning and Assessment Act 1979 and the Council's planning instruments, the Roads Act 1993 or any other legislation.

### 1.2 Types of Sponsorship

The type of sponsorship offered by Federation Council includes;

- Cash sponsorship
- In-kind support such as hire of Council facilities or provision of Council services such as rubbish collection and cleaning.

As part of the sponsorship arrangement, Council will promote your event through its media channels where possible and appropriate.

### 1.3 Suitable activities for sponsorship

The general types of events that Federation Council may consider suitable as Sponsorship Assets includes:

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- Public and ticketed events;
- Awards;
- Exhibitions; and
- Conferences i.e. business forums.

## Eligibility

To be eligible for sponsorship from Federation Council, an event must:

- Be implemented by an organisation that can demonstrate it has the financial resources and capacity to successfully deliver the event.
- Demonstrate an alignment with the Federation Council Community Strategic Plan.
- Be targeted at local and/or regional audiences.
- Be located within the Federation Council Local Government Area.
- Drive visitation and overnight stays in the region.
- Deliver social and economic benefits to the community.
- Promote inclusiveness and provide disabled access.

Council will consider sponsorship applications outside these criteria but will give priority to those that adhere.

The following events will **not** be eligible to apply for sponsorship under this program:

- An event or project that is affiliated with a political movement.
- An event or project that is deemed unlawful or unethical.
- Events and projects that do not have a wide community focus.
- Events and projects which are held completely outside the boundaries of the Federation Council Government Area.
- Events and projects that receive funding from another Federation Council funding program.

## Application process

There is no application form for event organisers seeking sponsorship from Council through this program. Instead, applicants should submit a proposal outlining their request for consideration by council.

Proposals should include;

- An overview of the organisation's background, values, purpose, operating methods and details other supporters.
- The level of sponsorship being requested.
- A list of key contractual benefits Federation Council will receive because of the sponsorship. Inclusion of the council logo on marketing material is expected, however proposals should consider and outline other opportunities for recognition and exposure.
- A project budget (income and expenditure).
- A marketing plan outlining who the event is targeting and how it will be promoted.
- An indication of how the success of the sponsorship will be measured following the event.
- Activities that are primarily fundraising must list a specific project or cause for which funds are being raised.

## 1.4 Key Considerations

The following information would be useful in helping council to assess the request being made for sponsorship;

- Is the activity a once off or annual event?
- What is the expected media exposure?
- What is the reach of the sponsorship - how many people see, attend or are involved?
- What is the maximum number of sponsors who could be involved and what are the levels/hierarchy?
- Has any research been undertaken to help define the target market and/or the acceptance of sponsors?
- How will the sponsorship funds provided by Federation Council be utilised?
- How long has the organisation been in operation and the event been running? What is its history and long-term goals?
- How will the organisation manage the partnership with Federation Council? Will there be a main point of contact?

## Sponsorship agreements

Successful applicants must sign and comply with a Sponsorship Agreement, which includes at a minimum, the requirement for:

- Acknowledgement of Council (including logo) as a sponsor of the event.
- The opportunity for Council to display banners (supplied by Council) or have a stall or information stand at the event.
- As part of the sponsorship acquittal process, applicants are to supply an acquittal report within six (6) weeks of the completion of the event.

A formal agreement will be issued to the event organiser if their proposal is successful.

## Evaluation

Event organisers will be required to submit a completed acquittal report of their activity within six (6) weeks of the event(s) conclusion.

The completion of this report may require some research to be undertaken, so it is important that event organisers familiarise themselves with the requirements of the report prior to the event/project(s). Acquittal reports must include and income and expenditure summary, examples of promotional material and photos of the event.

Council will complete an evaluation of sponsorship arrangements which will be based on the following;

- Economic impact
- Social impact
- Cultural impact
- Credibility
- Capabilities of organisation and
- Return on Investment for the community

## Schedule of Changes & Amendments

Version	Date	Changes / Amendments

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