

## FEDERATION COUNCIL'S EVENTS AND FESTIVAL GUIDELINES

### Funding, Grants and Sponsorship

#### Contents

1. Overview.....	2
2. Council's Grant Finder Website .....	2
3. Large Businesses, State & National Funding .....	2
4. Federation Council's Community Grants Program.....	3
5. Federation Council's Event Sponsorship Program .....	<b>Error! Bookmark not defined.</b>
6. Sponsorship .....	3
7. Evaluation of Sponsorship, Funding or Grants .....	4

## 1. Overview

Once you have planned everything within your event you may have noticed, hosting an event can be quite expensive.

It is always beneficial for Event Organisers to explore the possibilities of gaining local sponsorship from businesses or organisations, philanthropic funding or apply for Federation Council, State or National grants. There are many options available to explore and support you in your event planning and staging and Council has tools to assist you.

## 2. Council's Grant Finder Website

Federation Council has partnered with GrantGuru to provide you with a free online service. This site provides a comprehensive list of grant and funding opportunities available to you, so you will never miss a grant opportunity again!

Businesses, Community groups or individuals can register to receive email alerts for new grants, save your favourites and access tips to help you apply for grants. You can find the [Federation Grantguru website here](#).

Various avenues exist for the seeking funding to support events. However this process can be time consuming. Therefore, if you are relying on funding to run your event it is important that you allow a significant amount of time to complete this process.

## 3. Large Businesses, State & National Funding

Councils Grant Finder website, is a great avenue to ensure you are aware of all funding options available to you through large businesses, State and National funding programs.

A number of large companies (i.e. Optus, Australia Post etc) and financial institutions (i.e. Hume Building Society, Bendigo Bank, Westpac, Commonwealth Bank) have also established grant programs as a means of giving back to the community. You may be eligible to apply for assistance through one of these programs, so it is worthwhile taking some time to investigate this avenue as well.

It is worthwhile discussing your project with the funding body before you prepare an application. Remember to be project ready – they will want to see that you have thought your project through, have prepared a budget and have secured additional support.

Whilst securing funding for your event is a great achievement, it is important to remember that obligations to the funding body often exist. This is generally in the form of a report which is to be submitted following the event, but can also include recognition of the funding body in promotional material, financial audits and so forth. This will mean you have to collect data during the event such as attendance rates and audience satisfaction feedback. You need to ensure that you are familiar with your obligations, and should seek clarification if you are unsure. Council can also help you to identify funding opportunities that may exist.

## 4. Federation Council's Community Grants Program

Federation Council has established a community grants program which aims to provide support to events and projects that deliver economic, social or cultural benefits to the community.

Federation Council recognises and appreciates the valuable contribution that community projects and events make to our communities. We understand the level of resources that go into implementing initiatives that provide positive social and economic benefits for the community.

The Community Grants program aims to support and empower local clubs and not-for-profit community organisations to deliver activities, programs, projects and events that contribute to the vibrancy of the Federation Council area.

Funding is available for start-up programs, operational costs, minor equipment and events, that contribute short-to- medium term community development outcomes

Community Grants Program has two rounds throughout each financial year. The first round opens in February and closes in March with successful applicants being announced at the April Ordinary Council Meeting. The second round of Community grants opens in August and closes in September with successful applicants announced at the October Ordinary Council Meeting.

Funding available is up to \$3,000 with an annual allocation of \$60,000 in funding budget.

## 5. Sponsorship

In addition to obtaining funding, it may also be possible to secure sponsors for your event. You need to be able to demonstrate to potential sponsors the return on their investment i.e. increased exposure/sales of their products and services, and recognition of their support.

It may be worthwhile to prepare a sponsorship proposal which outlines the different levels of sponsorship available. For example, you may have a major sponsor of the event but might also have a number of supporting sponsors or community partners.

The contribution required for each level of sponsorship as well as the benefits received will vary. It is important that you clearly define the differences between each level and deliver on what you set out in the proposal. For example, if you said in your proposal that the logos of major sponsors will be included in all marketing material, then you must ensure that you do this.

Sponsorship can also be sought in the form of products or services, not just monetary contributions. For example, local businesses may donate goods that can be used in a lucky door prize at the event.

It is important to give people you approach for sponsorship, time to consider your proposal. Most businesses/companies will have internal processes they need follow when considering sponsorship proposals, and this can sometimes be a lengthy process. As such, you should start approaching people 9-12 months prior to your event.

Building relationships with your sponsors is just as important as securing the sponsorship. Your sponsors will appreciate the effort you make to 'keep them in the loop' throughout the process. Things such as providing regular updates and seeking input on some decisions can really help to make them feel valued.

Always remember to thank your sponsors and acknowledge their contribution to the event. Taking a bit of extra time to really show your sponsors how much you appreciate them will increase the likelihood they will want to support you again in the future.

## 6. Evaluation of Sponsorship, Funding or Grants

It is important for Event Organisers to evaluate the success of their event

Undertaking an evaluation of your event is an important step in being able to determine its success. It is also a valuable tool that can be used in the planning of future events.

This process will not only measure the event outcomes and highlight ways that the event can be improved, but it is also a major component of being successful in gaining funding or sponsorship.

It will enable you to assess the economic, social, environmental or cultural impacts of the event and be able to report this back to your sponsors or funding body.

It is important that you focus on both positive and negative, and short-term and long-term impacts. You can measure the success of an event by collecting and analysing data from the event. This data can relate to a number of key areas and can provide you with valuable information with which to work. For example, you may wish to create a demographic profile of the event audience that includes how many people attended, where they came from and how they heard about the event.

It is also very important to include the audience your sponsor had reached, what marketing avenues they were apart of and how you represented and thanked them throughout all stages of the event (pre, during and post event)

If you complete a post event evaluation, it is a good idea to provide them with a copy of this. You may also wish to prepare an overview of the media coverage the event received (including copies of articles) which will help to demonstrate the value of their sponsorship dollars.