

Events Sponsorship Guidelines, Version 1.0

Refer to draft Events Sponsorship Policy, Version 1.0 and Events Sponsorship Application Form

Background

Events Sponsorship funding is to assist event organisers to develop, host and grow events held in the Tweed Shire.

Aims and Objectives

Tweed Shire Council Events Sponsorship is an important element of the Tweed Shire Events Strategy 2016-2020 and the Community Strategic Plan 2013/2023.

Events not only create a great sense of local pride but they are also a key driver for tourism visitation growing the local areas capacity for destination brand identification and attracting business and new residents to the region.

Within that context, the aims and objectives of Events Sponsorship are:

- Drive social, community, environmental and economic outcomes for the Tweed region (noting the important link between community outcomes and economic benefits).
- Generate local economic activity and development within Tweed Shire.
- Further develop the region's capacity to deliver authentic and well-organised events.
- Attract external visitation to The Tweed.
- Enhance and honour the personality of the region and desires of the community.

It is recognised that each event has a unique characteristic and therefore the relative importance of these objectives will vary from event to event. The means for qualifying and measuring outcomes related to these objectives is crucial.

Successful applications will also need to demonstrate plans for future growth and sustainability of the event.

Timing/Logistics

Funding Round	Round Opens	Round Closes	Eligible Event Dates
Event Sponsorship (includes Community, Developmental and Major)	20 May 2016	24 June 2016	1 August 2016 to 31 July 2017

Applications received after the closing date will be deemed ineligible and not be considered.

Funding available

	Community/Civic Events	Developmental Events	Major Events
Funding period	1 year	1 to 3 years	1 to 3 years
Maximum number of successful applications	Not applicable	Up to a maximum of 3 applications	No maximum number of applications
Maximum funding amount	\$10,000 (combination of cash and in-kind)	\$20,000 (combination of cash and in-kind)	Above \$20,000 (combination of cash and in-kind)
Application process	Standard form	More detailed submission	Most detailed submission

Eligibility and Conditions of Funding

The following table outlines the core eligibility criteria and conditions of funding for each of the three categories, being Community/Civic Events, Developmental Events and Major Events:

	Community/Civic Events	Developmental Events	Major Events
Location	Operate the event in the Tweed for the benefit of the Tweed.	Operate the event in the Tweed for the benefit of the Tweed.	Operate the event in the Tweed for the benefit of the Tweed.
Previous funding from Tweed Shire Council	Not applicable	Not applicable	The event must have received a minimum of one year previous funding.
Event growth potential	The applicant must be able to demonstrate the capacity to improve the event, the audience experience, or event size.	The applicant must be able to demonstrate the capacity to grow the event over a specified period.	The applicant must be able to provide evidence of independently verified event attendance, specifying the breakdown of out of region visitors. The event must present a strong opportunity and demonstrate recognition outside of the region.
Status of event organiser	<ul style="list-style-type: none"> • Not-for-profit Organisations • Incorporated organisations; or • Groups sponsored by, or auspiced by an incorporated organisation. 	<ul style="list-style-type: none"> • Private companies; • Incorporated organisations; or • Groups sponsored by an incorporated organisation; or • For-profit groups where the funded project is not projected to return a profit in the short term (includes industry associations, chambers of commerce, and industry clusters). These Groups must submit the organisation's current financial statement (as submitted to the Office of Fair Trading) or the treasurer's report covering previous 12 months. 	<ul style="list-style-type: none"> • Private companies; • Incorporated organisations; or • For-profit groups where the funded project is not projected to return a profit in the short term (includes industry associations, chambers of commerce, and industry clusters). These Groups must submit the organisation's current financial statement (as submitted to the Office of Fair Trading) or the treasurer's report covering previous 12 months.

	Community/Civic Events	Developmental Events	Major Events
Timing of application	Funding will not be granted retrospectively or outside of a funding round. Event must be held in the time period outlined in the funding round.	Funding will not be granted retrospectively or outside of a funding round. Events must be held in the time period outlined in the funding round.	Funding will not be granted retrospectively or outside of a funding round. Events must be held in the time period outlined in the funding round.
Acquittal Obligations	A brief standardised outcome report, which will be provided to all successful applicants at the time of formally accepting the Sponsorship Agreement, must be submitted upon completion of the event.	A detailed outcome report must be submitted upon completion of the event.	A detailed outcome report must be submitted upon completion of the event.
Acknowledgement of Council	<ul style="list-style-type: none"> • Formal recognition of Council in any acknowledgement of thanks. • Include the words “Proudly supported by Tweed Shire Council” in all hard copy promotional material. • Where possible include the “Proudly supported by logo” in all electronic promotional material. • Invite a Council representative to speak or present awards or prizes at the event. • Provide details of your event on Council’s Calendar of Events. 	<ul style="list-style-type: none"> • Formal recognition of Council in any acknowledgement of thanks. • Include the words “Proudly supported by Tweed Shire Council” in all hard copy promotional material. • Where possible include the “Proudly supported by logo” in all electronic promotional material. • Provide details of your event on Council’s Calendar of Events. • Display “Proudly supported by Tweed Shire Council signage, supplied by Council. • Invite a Council representative to 	<ul style="list-style-type: none"> • Formal recognition of Council in any acknowledgement of thanks. • Include the words “Proudly supported by Tweed Shire Council” in all hard copy promotional material. • Where possible include the “Proudly supported by logo” in all electronic promotional material. • Provide details of your event on Council’s Calendar of Events. • Display “Proudly supported by Tweed Shire Council signage, supplied by Council. • Invite a Council representative to speak or present awards or prizes. • Provide an opportunity for Council staff to

	Community/Civic Events	Developmental Events	Major Events
		speak or present awards or prizes. <ul style="list-style-type: none"> • Provide an opportunity for Council staff to participate and provide information. • Invite Mayor and Councillors to your event. • Other acknowledgement of Council as deemed appropriate, that will be outlined in the Sponsorship Agreement. 	participate and provide information. <ul style="list-style-type: none"> • Invite Mayor and Councillors to your event. • Other acknowledgement of Council as deemed appropriate, that will be outlined in the Sponsorship Agreement.
The Fine Print	The application must be completed in full and on time. The application or intended use of funding/support must not be altered in any way. Council may give consideration to variations of the original application, only after receiving a formal request from the applicant.	The application must be completed in full and on time. The application or intended use of funding/support must not be altered in any way. Council may give consideration to variations of the original application, only after receiving a formal request from the applicant.	The application must be completed in full and on time. The application or intended use of funding/support must not be altered in any way. Council may give consideration to variations of the original application, only after receiving a formal request from the applicant.

All applicants must:

Provide:	Not:
<ul style="list-style-type: none"> • Evidence of adequate public liability insurance and other relevant insurance cover. • Evidence that the event has a plan which shows how the event will become sustainable and/or show improvement. 	<ul style="list-style-type: none"> • Have outstanding Council grants that have not been acquitted within required timeframes, or grants that have previously not been satisfactorily acquitted. • Have overdue outstanding payments to Council (e.g. rents, rates, fees, Council guarantor loan repayments).
Council will not support / fund applications that are: <ul style="list-style-type: none"> • Subject to litigation. • Relying solely on recurrent funding from Council. • In contravention to existing Council Policy. • State or Federal Government organisations, however may consider event organisers that are supported by State or Federal Government organisations. • Events specifically fundraising for donations and charities. • Private functions. • For general operating costs. 	

- For projects that duplicate existing services or programs.
- For interstate or international travel costs.
- For projects that support overtly political activities or activities that could be perceived as benefitting a political party or political campaign.
- For projects that support activities that could be perceived as divisive within the community.
- For Events held for members of the community organisation exclusively.
- For Fees, including those for Development Applications, Health Inspection Fees, Health approvals, Section 68 approvals, Temporary Road Closures, Community Event and Film Application Fees, Hire of Halls and Facilities Fees.
- For projects, events or activities outside the boundaries of Tweed Shire Council.
- Requesting in-kind contributions from Council for resources or services that Council has to procure from outside organisations. As a general rule this includes anything that is not core Council business.

Advertising Assistance from Council

Council is able to assist event organisers with advertising in Council's weekly newspaper *Tweed Link*, at a cost to the organisers but with a 10% discount.

Application and Assessment Process

- The application will be assessed by a panel of Council Officers for eligibility.
- Eligible applications will then be presented to Councillors at a Councillor Workshop for discussion and consideration.
- The results of the Councillor Workshop will be documented in a report to the next available Council meeting for adoption of the recommended applications.
- Full or partial or no funding may be recommended by Council and all applicants will be advised of the outcome of their application.
- Successful and unsuccessful applicants will be advised in writing following the Council decision.

Assessment Criteria

For all applications:

1. Description of how the event meets one or more of the identified themes in the Tweed Shire Events Strategy 2016-2020.
2. Description of how the event meets an outcome linked to the Tweed Shire Council Community Strategic Plan 2013/2023.
3. Evidence of support for the event (including industry and association letters of support and sponsorship).
4. Evidence of the capability of the organisation to plan, manage and deliver the event (e.g. Outline plans for event, organisation's experience delivering similar types of event).
5. Consideration will be given to the number of festivals held in the Shire and any conflicting dates/events.
6. How the target audience is being attracted, the anticipated number of local attendance/participation and how the estimate was formulated.
7. Evidence that the budget projections are realistic; how much income is confirmed; how does it compare to previous event (if applicable).
8. Evidence of the capability of the Organisation to manage the grant (e.g. description of previous successful grant acquittal).

Additional criteria for Developmental and Major Events:

9. How does this event promote The Tweed as a destination, and support tourism and marketing niche of the region? (e.g. tourism and economic benefits, destination promotion, longer term benefits).
10. Estimated visitors to the region and justification/evidence to support suggested visitor numbers (include details of target audience; anticipated no. visitors split by intrastate, interstate, overseas (quantitative); expected duration of stay (allowing for event and pre/post event)).
11. Outline of the rationale for the event timing and its alignment with tourism in the region.

Lodging the Application

Applications are to be submitted by close of business on 24 June 2016 and are accepted by:

Post: Tweed Shire Council, PO Box 816, Murwillumbah NSW 2484
In person: Council offices – Murwillumbah or Tweed Heads
Email: tsc@tweed.nsw.gov.au

Contacting Us

For further assistance with making an application, please contact the Events Officer on 02 6670 2735 or email tsc@tweed.nsw.gov.au.

Important Notice

Notification of funds available for distribution cannot be formally confirmed until the adoption of the 2016/2017 Budget.

Key Reference Documents / Plans

Identified Themes

- Reference Document: Tweed Shire Events Strategy 2016-2020
- Relevance: Core Identified Themes (to be referenced in applications)
- The core themes of the above-mentioned Tweed Shire Events Strategy 2016-2020 are:
 - **Sporting events:** - Particularly those fitting with the personality of the region and promoting positive interaction with the natural environment (ie. Nature-based triathlons, boutique hinterland adventures and eco-sporting events).
 - **Food events** – High quality/profile food events which promote and celebrate the region as a clean, green and sustainable food bowl, eg. paddock to plate.
 - **Music events** – which embrace and leverage the personalities of our hinterland villages and coastal lifestyle.
 - **Arts/Culture events** – events celebrating The Tweed's depth of artistic talent, strong appreciation of artistic pursuits and cultural heritage. Cultural events include those that have a strong link to the character and identify of the local community including those with a social purpose.
 - **Environmental events** – being those that promote the sustainability and protection of the natural environment.
 - **Community / Civic Events** - events celebrating the culture, diversity and pride of the region

Community Strategic Plan Desired Outcomes

- Reference Document: Community Strategic Plan 2013/2023
- Relevance: The key outcomes of the above-mentioned Community Strategic Plan 2013/2023 are:
 - **Civic Leadership** – To set the overall direction and long-term goals for the Tweed in accordance with community aspirations.
 - **Supporting Community Life** – To create a place where people are healthy, safe, connected and in harmony with the natural environment, to retain and improve the quality of community life.
 - **Strengthening the Economy** – Strengthen and diversify the region's economic base in a way that complements the Tweed's environmental and social values.
 - **Caring for the Environment** – Council and the community value, respect and actively participate in the care and management of our natural environment for current and future generations.