

Special Events & Festivals Sponsorship Applications 2012 - 2013											
Event	Organisation	Suburb / State / Postcode	First Event Date	Approved Sponsorship 2011/12	cash/inkind	Requested Sponsorship 2012/13	cash/inkind	Recommended Sponsorship 2012/13	cash/inkind	Rating	comments
Lower Clarence Music Eisteddfod	Cowper Music Group Inc	GRAFTON NSW 2460	26-Jun-13	1700	inkind	1700	inkind	800	inkind	28	limited demonstration of meeting council strategic objectives, uncertain about need for event in community in consideration of other existing events. Inkind sponsorship conditional on outcomes from 2012 event and improving event planning procedures.
Motocross Madness in Maclean (MMIM)	Maclean Dirt Bike Club Inc	MACLEAN NSW 2463	23-Feb-13	500	cash	4500	525 inkind 3975 cash	800	cash	46	Limited ability to meet council strategic priorities and low scoring on other criteria. Amount requested is 50% of total income budget, risk high for this amount of dependency. Items requested for inkind are not available through this program.
Grafton Platinum Amt Tennis Tournament	Grafton City Tennis Club	GRAFTON NSW 2460	27-Jul-12	1500	cash	3000	250 inkind 2750 cash	1750	250 inkind 1500 cash	51	scores highly on strategic objectives of increasing profile of CV & contributing to CV as regional sporting hub. Income generation strategy needs development.
Lower Clarence Dance Eisteddfod	Lower Clarence Dance Eisteddfod Inc	MACLEAN NSW 2463	03-May-13	2000	1800 inkind 200 cash	2500	2000 inkind 500 cash	2000	inkind	53.5	limited ability to meet council strategic objectives. Good community event. Sponsorship for waiving of hall fees
Grafton Fairdinkum Country Music Roundup	Grafton Fairdinkum Country Music Roundup	GRAFTON NSW 2460	08-Nov-12	1000	cash	4000	2000 inkind 2000 cash	2000	cash	54	Successful inaugural event in 2011, need to build and grow this success via increased promotion amongst the country music industry and local audience.
Surfing the Coldstream 2012	Live Prawn Productions	YAMBA NSW 2464	20-Oct-12	4500	800 inkind 3700 cash	6100	600 inkind 5500 cash	4500	600 inkind 3900 cash	55.5	Popular cultural community event in Yamba. Capacity of committee in terms of event planning and long term sustainability will be the challenge. The aim to build on 2011 event and improve on it, if followed, will capitalise on the potential of the event.
Grafton Show 2013	Clarence Pastoral & Agricultural Society Ltd	GRAFTON NSW 2460	26-Apr-13	2000	1000 inkind 1000 cash	4000	2000 inkind 2000 cash	2000	1000 inkind 1000 cash	57	Street closure (inkind) costs \$1000 in 2012, so only this amount needed in 2013 for inkind. No major changes to event from previous years, need for increase in sponsorship not demonstrated.
Opera with the Cows	Cowper Music Group Inc	GRAFTON NSW 2460	19-Oct-12	1000	cash	2800	cash	2500	cash	57.5	Unique, attractive cultural event. Meets strategic objectives of building reputation of Clarence Valley in a novel way. Expansion of event into a proposed 'schools day' - inviting all schools to participate in a concert day before main event. Excellent community development for Cowper and potential to tie in to Clarence River Way due to location.
LCACA 48th Annual Open Competitive Original Arts & Crafts Exhibition	Lower Clarence Arts & Crafts Association	MACLEAN NSW 2463	05-Jul-13	3500	cash	3600	cash	3000		58	Well supported cultural event that meets community needs and brings social and economic benefits. Committee is dynamic & continues to work on event development, increasing the longevity and exposure of the event.
District Convention	Lions International District 201NI	GRAFTON NSW 2460	12-Oct-12	0		8060	1060 inkind 7000 cash	3100	1100 inkind 2000 cash	58.5	Valuable opportunity to promote Clarence Valley to a broader audience, program making good use of natural assets CV wide. Printing costs very high in digital age & not supported by sustainability initiatives. Yamba Lions convention received sponsorship of \$3,000 in 2010/11.
Annual Jacaranda Dragon Boat Races	Grafton Dragon Boat Club Inc	GRAFTON NSW 2460	27-Oct-12	750	inkind	860	inkind	860	inkind	61	Scores highly across Council's strategic objectives, community benefits and event planning. Economic benefit is high to CV. Potential for event to grow into two days and with higher profile. Club has proven record in managing events and teams.
Mauri Kautto Memorial Teams Time Trial 2013	Grafton Cycle Club Inc	GRAFTON NSW 2460	09-Jun-13	3300	2300 inkind 1000 cash	4000	2000 inkind 2000 cash	3300	2300 inkind 1000 cash	61	Cycling event meeting a niche market & gap in the Cycling NSW event program. High potential for growth and creating Clarence Valley as THE cycling destination in NSW. Scores highly across most strategic objectives, particularly well with increasing recognition & enhancing reputation of CV and development of CV as a regional sporting hub. Also meets community need in regards to healthy & active promotion and living sustainably via promoting cycling.
Sultans of Sand - Beach Soccer Tournament	Yamba Football Club	YAMBA NSW 2464	13-Oct-12	4000	cash	4400	150 inkind 4250 cash	3500	150 inkind 3350 cash	61	Beach Football is one of the fastest growing sports in Australia and Internationally. There is now a Beach Football World Cup which Australia has recently participated in. This event has a strong potential for growth, as Yamba has the perfect beaches to host beach soccer, unlike other north coast areas that are not suitable. High scoring across CVC strategic priorities, opportunity to build capacity of local sporting club, and event highly likely to be self funding in future events.
Grafton to Inverell Cycle Classic 2012	Inverell Cycle n Tri Club	INVERELL NSW 2360	27-Oct-12	4000	inkind	10000	5000 inkind 5000 cash	7000	4000 inkind 3000 cash	61.5	High profile cycling event that is growing in popularity despite being in its 52nd year. Scores well across Council strategic objectives. Event management likely to be improved in 2012 due to change in event organiser role. Increase in cash sponsorship due to creation of footage of CV for TV coverage, excellent promotional opportunity that can be reused.

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Formula Powerboats 2013	Formula Powerboats	RAYMOND TERRACE NSW 2324	13-Apr-13	5500	1,500 inkind 4000 cash	7,700	1900 inkind 5800 cash	5500	1700 inkind 3800 cash	63	Professional, reliable, high scoring event planning & governance. Event is a clear match in meeting strategic priorities of Clarence River Way and regional sports hub. Event offers national exposure & promotion, it attracts a new & different demographic from other events, the economic benefits & value for Council sponsorship is high, it has a junior & adult focus.
Jacaranda Festival 2012	Grafton Jacaranda Festival Committee Inc	GRAFTON NSW 2460	27-Oct-12	19000	14000 inkind 5000 cash	25000	14000 inkind 11000 cash	18000	13000 inkind 5000 cash	64.5	A recommendation from the Economic Impact Study research conducted in 2011 was to redevelop the existing program to engage the youth in new ways, working to benefit all participants and audience of the festival. The cash component will be conditional on this development
Australian National Goanna Pulling Championships	Woolli Sports Club Inc	WOOLI NSW 2462	30-Sep-12	2300	500 inkind 1800 cash	4500	500 inkind 4000 cash	3450	650 inkind 2800 cash	67	Unique event, meets range of strategic priorities, effective event planning. Making positive impact in Woolli, building on potential to increase economic return to Woolli & CV. From survey conducted at 2011 event, demand for increased amusements evident, increased sponsorship to go towards this.
Blues Brews & BBQ's	Clarence River Jockey Club	GRAFTON NSW 2460	04-Feb-13	2000	cash	12000	cash	7000	cash	67	Excellent, well planned cultural and sporting event for Clarence Valley. Scores highly across all strategic objectives. From survey conducted in 2011, event will increase on success of local food involvement & promotion and also increase 'family friendly' part of the program with children's entertainment and workshops. Event organiser plans to work with other local businesses to broaden entertainment and keep visitors in the area. Increased sponsorship for higher profile entertainment.
Gate to Plate 2012	The Gallery Foundation	GRAFTON NSW 2460	09-Sep-12	9000	cash	13000	cash	9300	300 inkind 9000 cash	69	Professional, reliable, innovative event. High scoring in event planning & governance, excellent meeting of Strategic priorities of promoting regional produce, enhancing recognition of CV out of LG area, educational & experience based tourism. The new initiative of the Food trail (which meets Clarence River Way objectives) was very successful in 2011 and will be expanded on for 2012, which will also encourage visitors to stay overnight for activities over two days. Event also contributes to the promotion of sustainability objectives, with local food reducing food miles. Positive economic injection into the local hospitality industry and general local economy.
State Hockey Championships	Hockey NSW	SYDNEY OLYMPIC PARK NSW 2127	01-Jul-13	8000	cash	8000	cash	8000	cash	70	Event scores highly against ALL criteria. At September 2011 Council meeting, Council committed to sponsorship of 'a similar sponsorship for the 2013 and 2014 State Hockey Championships' (to that of the event in 2012)
Grafton Bridge to Bridge Ski Classic	Big River Ski Club	GRAFTON NSW 2460	29-Oct-12	5000	2000 inkind 3000 cash	7500	2500 inkind 5000 cash	6200	2200 inkind 4000 cash	70.5	Traditionally popular well attended sporting event. High scoring in meeting strategic priorities of Clarence River Way, enhancing reputation outside LG area & regional sporting hub. High economic benefit as survey conducted in 2011 showed all Grafton accommodation booked for event weekend. Commendable that organisers wish to further the event research. Iphone application is demonstration of organisers knowledge of how to reach their target market, thus increase & maintain patronage.
							TOTAL	94560			
							TOTAL OF <500	5090			
							TOTAL	99650			

Organisation	Suburb / State / Postcode	Event	First Event Date	Other dates	website	Approved Sponsorship 2011/12		Requested Sponsorship 2012/13		Recommended Sponsorship 2012/13	
							cash/inkind		cash/inkind		cash/inkind
Grafton Clay Target Club Inc	GRAFTON NSW 2460	June Open Classic 2013	8/06/2013	09-Jun-13		400	cash	450	cash	400	cash
Grafton Playgroup	GRAFTON NSW 2460	Clarence Valley's Biggest Playgroup Day	1/03/2013			0		500	cash	500	
Disabled Surfers Association - Far North Coast	YAMBA NSW 2464	Disabled Surfers Association @ 3 Events	17/11/2012	16-Feb-13	www.disabledsurfers.org	500	cash	500	cash	500	cash
Grafton Rowing Club Inc	GRAFTON NSW 2460	Grafton December Weekend of Rowing	8/12/2012	09-Dec-12	www.graftonrowing.asn.au	500	cash	500	cash	500	cash
Grafton Cycle Club Inc	GRAFTON NSW 2460	Grafton Jacaranda Criterium	3/11/2012		www.graftoncycleclub.com.au	500	cash	500	cash	500	cash
Iluka Rowing & Aquatic Club Inc	ILUKA NSW 2466	Ilkua Annual Rowing Regatta	26/01/2013		www.ilukarowing.com.au	500	cash	500	cash	500	cash
Grafton Vintage Motor Vehicle Club Inc	CLARENZA NSW 2460	Jacaranda Rally 50th Anniversary	1/11/2012	04-Nov-12	www.graftonvintagecars.com	0		500	cash	500	cash
Northern Rivers Woodworkers Association	ELLAND NSW 2460	Jacaranda Woodwork Exhibition	27/10/2012	04-Nov-12		500	cash	500	cash	500	cash
Coutts Crossing Pre-School Inc	COUTTS CROSSING NSW 2460	May Day Family Fun Day	11/05/2013		Facebook page	0		500	190 inkind 310 cash	190	inkind

