

# Special Events Sponsorship Guidelines

## Special Events Sponsorship

Events that contribute to the strength and vibrancy of the Clarence Valley are important and Council supports them via the Special Events Sponsorship program.

This competitive, merit based program provides support for events who contribute to the economy and community, express cultural values, enhance our industries, consider our environment and add to our lifestyle attractiveness.

Clarence Valley Council Events Sponsorship Policy governs the program and is to be read in conjunction with these Guidelines.

## How to Apply

Applications must be submitted using the online application form. Remember, it's merit based so give careful consideration to the Assessment Criteria.

Applications must be completed and submitted online, via Council's website. Information available at [clarence.nsw.gov.au/eventsponsorship](http://clarence.nsw.gov.au/eventsponsorship)

## Event Categories and Levels of Support

Support provided through this program is Sponsorship (not a donation) therefore successful applicants are to be aware there is an element of business partnership with Council.

There are two categories:

- Returning Events – events that have successfully received Council sponsorship previously.
- New Events – events that have not received Council sponsorship previously.

Within these two categories there are three levels of support available.

LEVEL	TYPE OF EVENT AND REQUIREMENTS
Level One	New events or in their infancy
\$1,500 and under	Small events that attract some visitors from outside the Clarence Valley
Level Two	Attract day visitors from outside of the Clarence Valley
\$1,500 to \$5,000	Have a marketing plan Are unique or promote unique characteristics of the Clarence Valley
Level Three	Attract overnight visitors
Over \$5,000	Have a marketing plan Are unique or promote unique characteristics of the Clarence Valley Generate an income stream to reinvest in their event Contribute significantly to the local economy

The total program funding is determined by Council's annual budget allocation.

## Assessment Criteria

The Special Events Sponsorship program operates on a transparent, merit based process. All applications are assessed using the following criteria:

- eligibility to apply
- making a positive contribution to the local economy
- acknowledgement of Council's sponsorship
- benefit to the community
- evidence of support from groups that benefit from the event
- promotes and encourages positive exposure of the Clarence Valley
- strengthens and celebrates our community

- the organisations financial viability
- demonstrated marketing strategy, post-evaluation and income generation plan
- consideration of environmental impacts

The Events and Promotions Officer will be in contact if more information is needed during the assessment process.

## Eligibility Criteria

To be eligible:

- The applicant must be a registered not-for-profit organisation or a solvent registered business
- The applicant must be an incorporated organisation or be sponsored by an incorporated organisation. A letter agreeing to auspice the sponsorship request must accompany the application
- The event must take place in the Clarence Valley Local Government Area
- Organisations who have received previous Council sponsorship must have all acquittals up-to-date
- Events will attract visitors from outside the Clarence Valley

The Special Events Sponsorship will NOT fund:

- Capital expenditure, purchasing of equipment or contributions to charities
- On-going administrative or operational costs not directly related to the event
- Retrospectively
- Committees of Clarence Valley Council
- Events provided mainly for Clarence Valley residents

## Payment

If successful, Council and the funding recipient enter into a sponsorship agreement.

Sponsorship of \$1,500 and under, funding will be paid in one lump sum not more than 60 business days prior to the date of the event.

Sponsorship over \$1,500, funding will be paid in two separate payments:

- 65% of the total cash sponsorship will be available not more than 60 business days prior to the date of the event
- 35% of the total cash allocation will be paid on receipt of a completed Event Sponsorship Acquittal Report form.

Payment will be made upon execution of signed agreement, certificates of currency supplied and submission of a tax invoice.

## **Acknowledgment of Council as a Sponsor**

Support provided under this program is Sponsorship (not a donation) therefore, successful applicants are to be aware there is an element of business partnership with Council.

As is best practice for sponsorships, successful applicants must acknowledge Council throughout the event's promotional campaign and at the event. How Council is acknowledged will be outlined in the sponsorship agreement and commensurate to the level of sponsorship.

To assist with promotion, Council's logo and style guide will be supplied as well as promotional material e.g. banners, for display and distribution.

Applicants will need to liaise with the Events and Promotions Officer for approval of text and logos in event promotional materials.

## **Acquittals**

Successful applicants are required to provide a report on the outcomes within three months of event completion. The report needs to demonstrate compliance of the sponsorship agreement and a signed financial statement. An Events Sponsorship Acquittal template forms part of the sponsorship agreement.

Funds must be expended within the financial year they are allocated and used for the purpose for which they are given. Any variations in the use of funds must be approved in advance and confirmed in writing.

## **Insurance**

It is a condition on receiving sponsorship, the successful applicant will assume all normal commercial responsibilities including public liability, workers compensation insurance and volunteer insurance.

## Assistance

If you have any questions, require assistance or you've had a light bulb moment, please don't hesitate to contact us. We're really happy to meet with you and guide you through the application process!

Events Development Officer

Phone: 6645 0229

Email: [alicia.savelloni@clarence.nsw.gov.au](mailto:alicia.savelloni@clarence.nsw.gov.au)

## Termination of Agreement

In the event the organiser fails to meet the requirements and conditions set out in the sponsorship agreement support may be terminated. In any such case, the applicant will be notified prior to any action being taken.