



Event Sponsorship – Guidelines

1. Background

A strategic priority in the Shire of Capel's Strategic Community Plan (2013-2031) is as follows:

2 The Community Experience – Provides facilities and services which recognise the diverse needs of the community and strive to make the Shire a safe place to live, work and visit.

The Shire of Capel is committed to this strategic priority by reviewing and improving its annual Events Sponsorship Program in 2017-18, showcasing events across all our localities.

2. Event Sponsorship Programme

Community groups, clubs, or any organisation (profit or not for-profit) that is considering conducting an event that is of *community benefit* and require financial assistance to support their event are encouraged to complete an Event Sponsorship Application form.

In terms of community benefit, financial support is available to assist organisations to host sustainable events that:

- encourage visitors to the Shire;
- produce economic and / or environmental or social benefits;
- encourage community engagement;
- raise the Shire profile;
- are open to the general public; and
- Occur in / or provide significant direct benefit to the residents of the Shire of Capel.

Two rounds will be considered in 2017-18, with a round opening in August 2017 and January 2018; for one calendar month. A timeline for 2017-18 is as follows:

August /January

- Advertising on the Shire of Capel Website, Facebook pages and local community publications.
- Application forms available from the Shire of Capel's Community Development Officer, whom will be available to provide guidance and support for organisations to ensure applications meet minimum compliance standards and ensure lodgment by the end of the month advertised.

September/February

- A preliminary event compliance assessment will be conducted at a cross-services Management meeting, with all eligible events progressing to the Shire's Events Panel.
- Applications are assessed by the Shire's Events Panel.
- Successful/unsuccessful applicants notified by end of month, with funds available immediately upon written notification.

Event Sponsorship – Guidelines

Applications are to be submitted during the month of advertising, however, it is recommended that when forward planning for events, organisations and applicants discuss their event (and submit relevant information) with the Shire's Health Services team.

3 Forms of Sponsorship

Sponsorship may come in the form of either cash or in-kind. In-kind sponsorship comprises work undertaken by the Shire specific to an event, and may (subject to availability) include bin hire or event fees. The dollar amount of in-kind sponsorship will be estimated through the submission of a Scope of Works application. This comprises part of the application process to hold an event through the Shire.

4 Sponsorship Evaluation Process

The Shire of Capel Events Panel will assess each application on the following measures:

1. **Economic Impact** – This can be measured by the number of new people that visit the Shire as a result of the event, or the number of local people that attend the event and its economic turnover, or a measure of local businesses / industries that generate employment as a result of the event.
2. **Social Benefit** - This can be measured by how the events adds social benefit to local community. This could include, but is not limited to, how the event fosters community pride, teaches people new things, and strengthens relationships.
3. **Environmental Impact** - This can be measured by how the event takes into consideration its natural environment and minimises its impact
4. **Promotional Benefit** – This can be measured by how the event promotes the Shire of Capel and its assets. This could be how it showcases its people, its environment, public places or community organisations.

5 Ineligible events

Council will NOT fund the following:

- Deficit funding for organisations;
- Prize money or permanent event infrastructure;
- Recurrent salaries and operational costs;
- Organisations or events where the primary purpose is considered to be to promote political or religious beliefs;
- Individual applicants;
- Applications for completed projects or events; and
- Events organised by existing committees of Council.



6 Conditions and requirements

- Only one application per group will be funded each financial year;
- Maximum event sponsorship of up to \$10,000. The Shire of Capel expect to be a complementary funder and anticipate that most organisations will make a contribution from their own resources, whether financial or in kind (or both). We can offer ideas to help you to combine our grant with other sources of support.
- The proposed event must take place within the financial year that funding is made available;
- If a Shire of Capel Event Application is required, then these approvals must be in place prior to claiming Event Sponsorship funds;
- Prior approval must be sought for any substantial change of proposal after funding has been received; and
- Project and financial reports must be submitted to the Shire of Capel, on the form provided, within one month of the completion of the project.

7 Acknowledgement

It is expected that organisations that receive funding through the Event Sponsorship Application will:

- Acknowledge Council's support in its advertising, promotion and media;
- Agree to have their event advertised on the Shire of Capel's Website/Facebook Page;
- Utilise Council's logo where approved; and
- Abide by any other conditions placed on the approval of sponsorship.

8 Goods and Services Tax (GST)

- Sponsorship is provided inclusive of GST;
- Groups with an Australian Business Number (ABN) and registered for GST will be required to produce an invoice;
- Groups with an ABN and not registered for GST will be required to produce and invoice; and
- Groups with no ABN will be required to produce an invoice and complete and Australian Tax Office's "Statement by a Supplier" form.