

# Tier 2 Sponsorship Guidelines and Application Form



City of  
Mount Gambier



Funding provided to events held within the City of Mount Gambier that meets the aims of Council's Sponsorship Program and supports the Community Plan.

## **Tier 2 Sponsorship - Over \$2000**

Funding provided to major/significant events held within the City of Mount Gambier that meet the aims of Council's Sponsorship Program and supports the Community Plan. The event must also attract substantial economic benefit and visitation to the City of Mount Gambier and include strategic and targeted marketing.

### **Which category should I apply for?**

All applicants should apply under the Tier 1 Sponsorship, unless it can be proved that the proposed event will:

- attract substantial visitation to the City
- deliver substantial and measurable economic benefit to the City
- incorporate strategic and targeted marketing practices in its planning and implementation
- The event being held is that of State, National or International significance.

**NOTE** unsuccessful Tier 2 sponsorship applications are automatically considered under Tier 1 Sponsorship.

### **Aims of the Sponsorship Program**

The aims of the City of Mount Gambier's Event Sponsorship Program are to support the four pillars of the Community Plan in helping to:

- Support the development of vibrant, creative and innovative events that enhance the economic, social and cultural life of the City of Mount Gambier
- Increase tourist visitation and deliver measurable economic benefits to the City
- Facilitate community involvement in events and activities
- Attract new and diverse events to the City of Mount Gambier
- Support events that build and reinforce the unique and positive attributes of the City of Mount Gambier.

## **Assessment**

If funding requested exceeds \$5,000 the application is referred to a committee/ council for consideration. A decision regarding the level of assistance will be considered at the next available Council meeting. A decision will be reached within approximately **two months** of the application being proposed at the Council meeting. Notification of the decision will be made in writing.

## Applicant Eligibility Criteria

Before submitting your application, please check that you meet the following eligibility criteria – all boxes must be ticked or your application will not be progressed.

- ☐ The organisation is an incorporated body or, if not incorporated, is being auspiced by an incorporated body
- ☐ The proposed event is covered by a current Public Liability Insurance Policy to the minimum value of \$10,000,000.
- ☐ Provide either an Australian Business Number (ABN) or complete the Australian Taxation Office "Statement by a Supplier" form
- ☐ Addresses the criteria outlined in the Event Sponsorship Guidelines and Application Form
- ☐ Any sporting organisation must be a registered STARCLUB – for more information visit <https://www.recsport.sa.gov.au/starclub/index.php> or contact your local STARCLUB Field Officer.

## Your proposal is **INELIGIBLE** for funding if:

- ☐ Your proposal is for funding towards the operating costs associated with running an organisation (e.g. salaries, equipment)
- ☐ Your proposal is for retrospective funding or funding of budget deficits
- ☐ Your proposed event is not open to the general public
- ☐ Your organisation has not fulfilled previous sponsorship obligations, including provision of post event evaluation/report and financial acquittal
- ☐ Your organisation is not an incorporated body, or your proposal is not auspiced by an incorporated body

If you ticked any of the six boxes above your proposal is ineligible for funding.

## Assessment Criteria

All applicants must address the following criteria in their application:

- Ability to increase tourist visitation to the City of Mount Gambier including intra and interstate visitors
- Demonstrate the ability to deliver significant and measurable economic benefit to the City of Mount Gambier.
- Ability to facilitate community involvement in the event/activities.
- Ability for the event to add to the diversity of the City's event calendar.
- Marketing plan and promotional strategies.
- Demonstrated capacity of the event organisers to successfully manage the event.
- Risk management and event accessibility planning
- Event sustainability planning and strategies
- Involvement of and consultation with local businesses, artists and community groups.
- Acknowledgement of the City of Mount Gambier's sponsorship in all event publicity and promotions (please provide a proof for approval prior to printing).

## Evaluation

Post-event you will be required to complete an Event Evaluation form & provide a copy of your final budget, along with any additional information that will help support your evaluation. A form outlining evaluation requirements will be issued upon confirmation of the City of Mount Gambier sponsorship.

## **Additional Council Support**

In addition to cash sponsorship, you may wish to apply for additional support from the City of Mount Gambier. Please refer to the attached fee schedule for estimated value of additional support. Your event may also be eligible for:

- Free listing of your event on the City of Mount Gambier online events calendar found at [www.mountgambier.sa.gov.au/whatson](http://www.mountgambier.sa.gov.au/whatson)
- Display of posters, flyers &/or programs at The Institute Building.
- Use of City of Mount Gambier's promotional bali banners, corflute &/or canvas signs pull- up display banners (all subject to availability).
- Visitor information packs

## **Submission of Applications**

Please return completed form via email [city@mountgambier.sa.gov.au](mailto:city@mountgambier.sa.gov.au) or contact (08) 8721 2555

Office Use Only	
CM	
Forwarded	
Approved	
PO #	
G/L Code	
1 <sup>st</sup> Instalment	
2 <sup>nd</sup> Instalment	
EE	

## Event Sponsorship Program

### Application for Tier 2 Sponsorship (over \$2000)

Organisation Name:			
Event Name:			
Postal Address:			
Contact Name:		Phone Number:	
Email:			

Details of Key Personnel for the event:

Name	Role/Responsibility	Contact Phone	Email Address
	President		
	Secretary		
	PR/Events Coordinator		

Is your organisation registered for GST?	<b>YES</b>	<b>NO</b>								
Please provide your organisation's Australian Business Number (ABN)										

<b>Event Dates:</b>	
<b>Event Venue:</b>	
Is this is a new event or continuation of existing?	
Are you considering applying for use of a council venue? i.e City Hall, Cave Garden etc	<b>YES      NO</b>
If yes, please specify which venue you are considering:	
Have you submitted your Special Events Permit for use of council land or Hire Permit for The Main Corner?	<b>YES      NO</b>

Please note – If you are in the process of negotiating access to a Council venue, you will need to complete the hire permit before we can consider this application for sponsorship (please include copy of permit/application with your sponsorship application)



Anticipated Event Attendance			
Number of <u>local</u> residents you anticipate your event will attract:			
Number of <u>visitors</u> you anticipate your event will attract:			
Please provide a percentage breakdown of the anticipated attendees:			
Local Residents	%	Surrounding Areas	%
Interstate	%	Other SA	%
Overseas	%		
Provide an indication of the percentage of non-local participants and spectators expected to stay in paid accommodation within the region			%

Estimated total budget for event: (please attach itemised budget including funding from other sources)	\$
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**Please detail below any cash &/or additional support you are seeking from Council**

Cash Amount Requested	\$
<b>Describe how your funding will be expended:</b>	
Other Council Support (Refer to Fee Schedule for an estimated cost)	Amount Requested \$
<b>Please detail any other assistance you are requesting</b> (eg. supply of rubbish bins, hire of bollards, bunting, witches hats, tiered seating, road closures, road signage etc)	

**When assessing your application, a cost will be applied to the support/assistance sought. Local Government account for all costs for the organisation whether they be direct or in-direct. Please note that any additional requests for support not included in this application will incur a cost as determined by the Event Support Fee Schedule.**

Event Description & Program Outline
Please attach detailed program if available. Please include activities, entertainment, catering and other relevant information

<b>Event History</b> Please provide a brief history of the event, including number of times the event has been held in the past, including number of participants, spectators and key event outcomes
<b>Event Objectives</b> Please list the aims and objectives of the proposed event
<b>Event Sustainability</b> What strategies do you have in place to ensure the event is sustainable?
<b>Economic Impact</b> Provide detailed examples of the economic impacts that are likely to result from the event. Include estimations ie. Increase in tourism/retail/hospitality/business trade, new economic opportunities, tourism growth etc.
<b>Sponsorship Acknowledgement</b> Outline how you intend to recognise the support provided by City of Mount Gambier <b>When using the City of Mount Gambier Logo please provide a proof for approval prior to printing.</b>
<b>Community Involvement &amp; Consultation</b> How will your event involve local businesses, artists and community groups? eg. markets, entertainment, food, security etc.

### Marketing Plan and Advertising Schedule

Please provide a detailed schedule of marketing and advertising activities to be undertaken. Please specify what media outlets you are using. When using the City of Mount Gambier Logo please provide a proof for approval prior to finalising media.

Date	Media	Activity	Cost (estimate)
eg. 4-15 Dec	Radio – 5SE	On Air spots x 3	\$
eg 6-15 Dec	Newspaper – Border Watch	Display ads x 5	\$

#### Accessibility

How will you address accessibility for people with disabilities?


#### Environmental Impact

Briefly outline how you intend to manage the environmental impact of your event. This may include elements from your Traffic Management Plan, Occupational Health & Safety Plan, Waste Management Plan and Risk Assessment. Factors to consider will include waste management, noise levels, pollution/rubbish, impact on community infrastructure etc. Also identify any environmental benefits arising from the event.


#### Event Evaluation

How will you know if you have achieved the aims and the objectives of the event? eg. Customer surveys, local business surveys, community surveys, participant surveys, attendance data-registrations etc.




## City of Mount Gambier Community Plan

Please identify the area/s in which your event supports the City of Mount Gambier Community Plan?



### **Our People**

A safe inclusive City where access to quality services & facilities supports a socially connected, vibrant & healthy community



### **Our Location**

A perfectly centered place where people aspire to live, work, visit & invest



### **Our Diverse Economy**

A diversified, innovative & resilient economy that generates jobs & services



### **Our Climate, Natural Resources, Arts, Culture & Heritage**

A culturally-inspired City that strives to minimise its ecological footprint

To download a copy of the Community Plan, please visit: [www.mountgambier.sa.gov.au/CommunityPlan-TheFuturesPaper2016-2020.pdf](http://www.mountgambier.sa.gov.au/CommunityPlan-TheFuturesPaper2016-2020.pdf)

## Please explain how your event supports these pillars

## Risk Management Planning

Please attach details of Risk Management Planning to be undertaken for the event, including pre-event liaison with emergency services and any emergency services to be present at your event. Your event planning should include a Risk Management Plan, Occupational Health & Safety considerations, and Emergency Response Plan. If you anticipate your event will attract large numbers, you should also consider completing a SAPOL Safety Assessment for Crowded Places – this only takes a few minutes and can be accessed online at [www.police.sa.gov.au/online-services/mass-gatherings](http://www.police.sa.gov.au/online-services/mass-gatherings).

Please ensure you make contact with the following organisations to inform them about your event;

- SAPOL
- St John First Aid - requests completed online at [www.stjohnsa.com.au/EventsQuoteRequest.aspx](http://www.stjohnsa.com.au/EventsQuoteRequest.aspx)
- Security
- Mount Gambier Hospital if necessary.
- SA Ambulance Service regarding access to your event if required
- Metropolitan Fire Service

If you need information in regard to establishing a Risk Management Plan, please contact the Community Events Division.

## Digital Photos

Council requires digital photos to help promote your event. On completion of event please submit post photos to help with promotion the following year.

## Event Evaluation

If you are successful with your application Council will require a completed Event Evaluation form & reconciled budget post-event providing declarations that the funding has been spent only for the purposes for which you applied.

I acknowledge that the above information provided in this application is true and correct. I have read the “Events Sponsorship Guidelines” and understand that should this application be approved by the City of Mount Gambier I will be required to enter into a Sponsorship Agreement with the City in order to receive the funds.

**In order for your application to be considered please attach a clear event budget including breakdown of income and expenditure**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Before submitting your application, please ensure you have attached the following;**

<input type="checkbox"/> Full Event Budget showing all income & expenditure
<input type="checkbox"/> Proof of Public Liability Insurance
<input type="checkbox"/> List of all funding partners for event
<input type="checkbox"/> Copy of Hire permit/Special Event Permit – if applicable
<input type="checkbox"/> Your Business Plan and/or Marketing Plan
<input type="checkbox"/> Copy of your organisation's most recent audited annual financial statement
<input type="checkbox"/> Completed Risk Assessment for your event