

EVENT SPONSORSHIP PROGRAM

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OBJECTIVES

In accordance with the Local Government Act 1993, particularly section 356:

- To provide financial assistance to groups or individuals who offer significant contribution to the social, economic and/or environmental wellbeing of the community.

APPLICABILITY

To all individuals/not for profit/for profit/sole traders who are residents or who conduct their activities in the Orange Local Government area for the specific benefit of residents of and visitors to the Orange Local Government area.

GENERAL

- 1 All requests for donations and grants must illustrate how outcomes align to Destination NSW Country and Outback Destination Management Plan and the Orange360 regional tourism objectives.
- 2 Donations and grants may be applied for by:
 - a Not for profit – companies, cooperatives, foundations, incorporated associations, indigenous corporations, partnerships, trusts.
 - b For profit structured as companies, cooperatives, indigenous corporations, partnerships, trusts.
 - c Sole traders.
 - d Individuals.
- 3 Priority of funding is given to events held in the Orange Local Government Area. Events held outside this area, will be considered on their merits and return on investment for Orange City Council.
- 4 The following entities cannot apply for funding:
 - a The event is already receiving support through another Orange City Council funding program of funding stream;
 - b The event is not within the eligible date range;
 - c The organisation has outstanding debts to Council;
 - d The organisation has not acquitted any past grant or sponsorship funding to the satisfaction of Council;
 - e The organisation has not previously complied with permits or other conditions of Council, or has failed to apply for the required permits;
 - f The event is a fundraising and or charity event where the majority of funds raised go outside the region;
 - g The event is in conflict with or accepts sponsorship from organisations not aligned to Councils vision, mission and values;
 - h The organisation wishes to fund capital works projects, facility maintenance or the purchase of capital equipment;
 - i The event takes place on a regular basis such as weekly, monthly or quarterly;

- j The organisation intends to use the funding for feasibility studies or capital expenditure;
 - k The event is organised by Orange City Council staff;
 - l Events that fail to demonstrate eligibility criteria outlined above;
 - m You are a political organisation or an event of political purpose;
 - n You are a religious group or religious event;
 - o The event excludes or may offend parts of the community;
 - p You are a school;
 - q You are an unincorporated organisation;
 - r No late or incomplete applications will be accepted.
- 5 Funding to businesses acting for profit will only be allocated and paid following a resolution of Council that has considered any responses to the exhibition of the proposed allocation in accordance with section 356 of the Local Government Act 1993.
- 6 Council will advertise that applications are open as per the implementation of funding rounds:

Round	Eligible event dates	Open	Close
Financial Year 2019/2020			
1	1 October 2019 – 31 March 2020	21 August 2019	11 September 2019
2	1 April 2020 – 30 June 2020	1 October 2019	10 November 2019
Financial Year 2020/2021			
1	1 July 2020 – 30 September 2020	1 May 2020	9 June 2020
2	1 October 2020 – 31 December 2020	1 May 2020	9 June 2020
3	1 January 2021 – 31 March 2021	1 August 2020	8 September 2020
4	1 April 2021 – 30 June 2021	1 October 2020	10 November 2020
Financial Year 2021/2022			
1	1 July 2021 – 30 September 2021	1 May 2021	9 June 2021
2	1 October 2021 – 31 December 2021	1 May 2021	9 June 2021
3	1 January 2022 – 31 March 2022	1 August 2021	8 September 2021
4	1 April 2022 – 30 June 2022	1 October 2021	10 November 2021

- 7 Submissions for funding must be completed online. The application form and guidelines can be accessed from Orange City Council website. A complete application form is required for each request. If financial assistance is requested by any other means (eg, e-mail, letter, sponsorship pamphlet), it will not be considered. Council will advise the applicant of this policy and request the applicant to complete the required application form.
- 8 If an individual or entity seeking funding has an outstanding debt with Council they are ineligible for any funding.
- 9 Donations and grants will not be retrospectively applied.
- 10 Events on Council properties must be conducted in accordance with Council's events management policy.
- 11 Events where Council's contribution is in kind require an application to be completed and a Council resolution is still required. Council will determine the value of in-kind support.
- 12 Recipients may be required to provide evidence of expenditure with local businesses to demonstrate the direct impact of their project.
- 13 All payments to applicants will be via electronic transfer.
- 14 A tax invoice, invoice or Statement by a Supplier form is required for Council to pay the successful grant funds.
- 15 If financial assistance is made in return of a supply for the payment, a tax invoice, invoice or Statement by Supplier form is required.
- 16 Council will advise if the donation or grant will require an acquittal statement at the conclusion of the period funding.
- 17 Funds being sought from Orange City Council must be matched by the applicant on a \$1:\$1 ratio.

FUNDING AGREEMENTS

- 18 Council may require a funding agreement to be entered into which will specify payment schedules and reporting deliverables.
- 19 Independently audited statements or copies of receipts may be required to verify expenditure of the grant where a funding agreement is entered into.
- 20 Council will determine the amounts and to whom grants will be allocated.
- 21 Categories for grants and their respective criteria, which are in addition to the general terms covered in the Policy, are as follows:

EVENT SPONSORSHIP PROGRAM CATEGORIES

22	Incubator Event Fund
22a	Provides seed funding to events in their first or second years of activity. Total annual funding pool available is \$20,000.
22b	<p>The fund supports innovative events that can:</p> <ul style="list-style-type: none"> • Demonstrate sound organisational planning, that has a clear event plan, event structure, operational processes, insurance and risk management; • Have a unique alignment with the character and culture of Orange360 regional tourism objectives; • Demonstrate a broad appeal that is likely to promote tourism and attract overnight visitation. Strategies for measuring visitation and the visitor experience will be required; • Strong event marketing to be undertaken; • Demonstrate having strong support and partnerships in place; • Have the support of Orange City Council.
22c	<p>The funding range is \$1,000 to \$5,000. Funding can be allocated to any event expense, <u>excluding</u> the following areas:</p> <ul style="list-style-type: none"> • Sporting trips, subsidies or sponsorships; • Business events or conferences; • Retrospective projects (ie: those that have already occurred); • Operational administration expenses; • Event insurance.

23	Flagship Event Fund
23a	Provides funding for an event that has been running for more than 2 consecutive years that contributes to the unique character and culture of the Orange360 tourism region and can demonstrate that they attract overnight visitation. Total annual funding pool available for Flagship Event Funds is \$30,000.
23b	<p>Flagship Event Fund criteria is:</p> <ul style="list-style-type: none"> • Define the event character and culture seeking funding; • Have a well-developed marketing plan aimed at delivering audience growth with defined target audience and measurable objectives; • Attract over 1000 event attendees; • The economic impact to the Orange360 region is at minimum \$150,000; • Attract increased visitation for the Orange360 region; • Have a unique alignment with the character and culture of Orange360 regional tourism objectives; • Potential for state, national or international exposure; • Demonstrate having strong support and partnerships in place;

23	Flagship Event Fund
	<ul style="list-style-type: none"> • Demonstrate engagement with the local tourism industry with a view to build partnerships that drive visitation; • Where possible align with the Destination NSW Country and Outback Destination Management Plan; • Demonstrate sound organisational planning, that has a clear event plan, event structure, operational processes, insurance and risk management; • Have the support of Orange City Council; • Be mindful of peak tourism periods for the Orange360 region and how your event fits into the annual event calendar.
23c	<p>The funding range is \$1,000 to \$10,000. This can be an annual grant or triennial grant (3 years of confirmed funding).</p> <p>Funding can be allocated to any event expense, excluding the following areas:</p> <ul style="list-style-type: none"> • Sporting trips, subsidies or sponsorships; • Business events or conferences; • Retrospective projects (ie: those that have already occurred); • Operational administration expenses; • Event insurance.

24	Event Development Fund
24a	<p>Provides funding for events that have already received funding from Council in previous years and have been in existence for more than 7 years. Total annual funding pool available for Event Development Funds is \$30,000.</p>
24b	<p>These established events must present a comprehensive strategy for future growth that includes the continued development of its tourism potential to drive overnight visitation to the event.</p>
24c	<p>To be eligible for funding, the event must be driving visitation from out of region, encouraging international visitation or undertaking a new activity that will grow the overall event.</p>
24d	<p>Event Development Fund criteria is:</p> <ul style="list-style-type: none"> • Have achieved a high profile as a key event in the Orange360 tourism region; • Have long term strategic plan that identifies the events potential to continue to grow overnight accommodation and local economy spend; • Have a well-developed long term marketing plan aimed at delivering audience growth with defined target audience and measurable objectives; • Attract over 5000 event attendees;

24	Event Development Fund
	<ul style="list-style-type: none"> • The economic impact to the Orange360 region is at minimum \$350,000; • Attract increased visitation for the Orange360 region; • Able to offer appropriate levels of accommodation and services to the event visitors to sustain the events growth projections; • Have a unique alignment with the character and culture of Orange360 regional tourism objectives; • Potential for state, national or international exposure; • Demonstrate event sustainability; • Demonstrate having strong support and partnerships in place; • Demonstrate engagement with the local tourism industry with a view to build partnerships that drive visitation; • Where possible align with the Destination NSW Country and Outback Destination Management Plan; • Demonstrate successful event delivery in the areas of sound organisational planning, event planning, event structure, communication, marketing, operational processes, insurance and risk management; • Have the support of Orange City Council; • Be mindful of peak tourism periods for the Orange360 region and how your event fits into the annual event calendar; • Have a rigorous approach to measuring audiences, overnight visitation and event experience with an emphasis on data accuracy.
24e	<p>The funding range is \$1,000 to \$10,000.</p> <p>Funding can be allocated to any event expense, excluding the following areas:</p> <ul style="list-style-type: none"> • Sporting trips, subsidies or sponsorships; • Business events or conferences; • Retrospective projects (ie: those that have already occurred); • Operational administration expenses; • Event insurance.

25	Quick Response Event Fund
25a	Provides seed funding and or support to events that occur as a <u>new</u> and unplanned opportunity for Orange and have not met the funding rounds as outlined below. Total annual funding pool available for Quick Response Event Funds is \$20,000.
25b	<p>These types of grants are a one off and capitalise on an opportunity that is new or unplanned for Orange. The fund supports innovative events that can:</p> <ul style="list-style-type: none"> • Demonstrate sound organisational planning, that has a clear event plan, event structure, operational processes, insurance and risk management; • Have a unique alignment with the character and culture of Orange360 regional tourism objectives; • Demonstrate a broad appeal that is likely to promote tourism and attract overnight visitation. Strategies for measuring visitation and the visitor experience will be required; • Strong event marketing to be undertaken; • Demonstrate having strong support and partnerships in place with the local community; • Be financially responsible and pay all expenses; • Have the support of Orange City Council.
25c	<p>The funding range is \$1,000 to \$20,000. It is a one off grant.</p> <p>Funding can be allocated to any event expense, excluding the following areas:</p> <ul style="list-style-type: none"> • Sporting trips, subsidies or sponsorships; • Business events or conferences; • Retrospective projects (ie: those that have already occurred); • Operational administration expenses; • Event insurance.
25d	To apply for Quick Response Event Funding, the applicant must submit a single application form through the Orange City Council online application platform responding to a series of questions that align with the funding criteria. Your application will be considered at the next available Council meeting.

ASSESSMENT OF APPLICATIONS

- 26 Applications for Event Sponsorship Fund can be made by completing an online application form. Forms are available once the grant funding round is open and details can be found on the grants and sponsorship page of the Orange City Council website.
- 27 All applications received by Council are reviewed by an assessment panel within 7 days of the closing date for all funding rounds. Recommendations will then be made to the next available Council meeting for endorsement.
- 28 Successful and unsuccessful applications will be notified within 10 days after Councils decision. Applicants will receive a formal letter/email advising the outcome of their application.
- 29 Successful applicants are required to be available for a promotional certificate presentation with the Mayor and will be notified by Council staff.

RELATED POLICIES/DOCUMENTS

Event Sponsorship Program Guidelines and Application Form

Responsible Area - Corporate and Commercial Services

REVISION					
	DATE	RESOLUTION		DATE	RESOLUTION
1	20 August 2019	19/416	4		
2			5		
3			6		
All policies can be reviewed or revoked by resolution of Council, at any time.					

SUMMARY OF AMENDMENTS

Amendment Date	Section/Reference and Amendment
June 2019	<ul style="list-style-type: none"> • New Policy written.