

2020 - 2022

# EVENT SPONSORSHIP PROGRAM GUIDELINES



# INVITATION TO APPLY

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The community of Orange hosts many events annually and appreciates the contributions events make to the community. This priority captured in the current Orange Community Strategic Plan Objective 11.2 “Develop and attract a variety of events, festivals, venues and activities for locals and visitors, ensuring accessibility for all”.

Organisations wishing to hold events in the Orange Local Government Area are invited to apply. Up to \$100,000 annually is available in funding as per the selection criteria outlined below. Funds being sought from Orange City Council must be matched by the applicant on a dollar for dollar ratio as a minimum.

It is recommended that prospective applicants thoroughly read the Event Sponsorship Program Guidelines prior to applying to ensure that their event meets the minimum requirements. Event sponsorship is highly competitive and Council has limited funds. It is essential that all submissions are to the highest standard, so please take your time with your application. These guidelines have been prepared to assist your application.

# SPONSORSHIP CATEGORIES

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Funding for the following type of events is now available:

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## Incubator Event Fund

Provides seed funding to events in their first or second year of activity to assist in getting the event up and running. Total annual funding pool available for Incubator Event Funds is \$20,000

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## Flagship Event Fund

Identifies and assists the development of events that contribute to the Orange360 tourism region and can demonstrate that they attract overnight visitation. Total annual funding pool available for Flagship Event Funds is \$30,000

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## Event Development Fund

Supports established events that have already received funding from Council in previous years and can present a comprehensive strategy for future growth that includes the continued development of its tourism potential to drive overnight visitation. Total annual funding pool available for Event Development Funds is \$30,000

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## Quick Response Event Fund

This fund is for larger events where the opportunity for sponsorship occurs outside of usual application timeframes. For further details regarding the quick response fund and eligibility please contact Council's Business Development Team. Total annual funding pool available for Quick Response Event Funds is \$20,000

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Further information on each of the Event Funds follows.

# INCUBATOR EVENT FUND

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A new event can apply for funding under this category providing the event is in its first or second year of development.

The fund supports innovative events that can:

- Demonstrate sound organisational planning, 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;
- Require strong event marketing to be undertaken;
- Demonstrate having strong support and partnerships in place;
- Have the support of Orange City Council;

**The funding range is \$1,000 to \$5,000.**

Funding can be allocated to any event expense, excluding the following areas:

- Sporting trips, subsidies or sponsorships;
- Business events or conferences;
- Retrospective funding of events (ie: those that have already occurred);
- Administration expenses;



**To apply for Incubator Event Funding, the applicant must submit an Event Sponsorship Cover Application and an Incubator Event application form through the Orange City Council's Event Sponsorship webpage responding to a series of questions that align with the funding criteria.**

# FLAGSHIP EVENT FUND

An event that has been running for more than 2 consecutive years that contributes to the Orange360 tourism region and can demonstrate that it attracts overnight visitation.

The Flagship Event fund is Available to events that can:

- Define the character and culture of the event 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;
- Demonstrate an economic impact to the Orange360 region is a minimum of \$150,000;
- Attract increased visitation for the Orange360 region;
- Have the potential to attract state, national or international exposure;
- Demonstrate strong support and that partnerships are in place;
- Demonstrate engagement with the local tourism industry with a view to build partnerships that drive visitation;
- Demonstrate sound organisational planning, as 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.

**The funding range is \$1,000 to \$10,000. This can be as a single grant or an annual grant for 3 years.**

Funding can be allocated to any event expense, excluding the following areas:

- Sporting trips, subsidies or sponsorships;
- Business events or conferences;
- Retrospective funding of events (ie: those that have already occurred);
- Administration expenses;
- Event Insurance



**To apply for Flagship Event Funding, the applicant must submit an Event Sponsorship Cover Application and a Flagship Event Application form through Orange City Council Event Sponsorship webpage responding to a series of questions that align with the funding criteria.**

# EVENT DEVELOPMENT FUND

Events that have already received funding from Council in previous years and have been in existence for more than 7 years are encouraged to apply for Event Development Funding.

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.

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.

## The Event Development Fund is available to events which:

- Have achieved (or demonstrate the potential to achieve) a high profile as a key event in the Orange360 tourism region;
- Have a long term strategic plan that identifies the event's 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;
- Can demonstrate economic impact to the Orange360 region of a minimum of \$350,000;
- Attract increased visitation for the Orange360 region;
- Are able to offer appropriate levels of accommodation and services to the event visitors to sustain the event's growth projections;
- Have potential for state, national or international exposure;
- Demonstrate event and committee sustainability;
- Demonstrate having strong support and partnerships in place including; with
- the local tourism industry with a view to build partnerships that drive visitation;
- Demonstrate successful event delivery in the areas of sound organisational planning, event planning, event structure, communication, marketing, operational processes, insurance and risk management;
- Demonstrate that Council funding is required for holding the event;
- Have the support of Orange City Council;
- Have a rigorous approach to measuring audiences, overnight visitation and event experience with an emphasis on data accuracy.

## The funding range is \$1,000 to \$10,000.

Funding can be allocated to any event expense, excluding the following areas:

- Sporting trips, subsidies or sponsorships;
- Business events or conferences;
- Retrospective projects (ie: those that have already occurred);
- Administration expenses;
- Event insurance
- Where Orange 360 has been funded by Council to provide support to the event.



**To apply for Event Development Funding, the applicant must submit an Event Sponsorship Cover Application and an Event Development Application form through the Orange City Council Event Sponsorship webpage responding to a series of questions that align with the funding criteria.**

# QUICK RESPONSE EVENT FUND

The Quick Response Event Fund provides seed funding and/or support to events that occur as a new or unplanned opportunity for Orange and have not met the funding rounds as outlined below.

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:

- Demonstrate sound organisational planning, has a clear event plan, event structure, operational processes, insurance and risk management;
- 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.

**The funding range is \$1,000 to \$20,000. It is a one off grant.**

Funding can be allocated to any event expense, excluding the following areas:

- Sporting trips, subsidies or sponsorships;
- Business events or conferences;
- Retrospective funding of events (i.e. those that have already occurred);
- Administration expenses;
- Event insurance.



To apply for Quick Response Event Funding, please contact the Business Development team to discuss your eligibility via [council@orange.nsw.gov.au](mailto:council@orange.nsw.gov.au) or (02) 6393 8000



# APPLICATION DATES

The Event Sponsorship Program has four sponsorship rounds a year. The Program has a long lead time to ensure applicants are notified of the funding outcome as well as receive the funds well in advance to allow for planning and promotional lead times.

The following timelines apply for all Event Sponsorship Program funding:

## Financial Year 2019/2020

All sponsorship applications for the 2019/2020 financial year have now closed and successful applications have been notified.

## Financial Year 2020/2021

ROUND	ELIGIBLE EVENT DATES	OPEN	CLOSE
1	1 July 2020–30 September 2020	1 April 2020	17 May 2020
2	1 October 2020–31 December 2020	1 July 2020	16 August 2020
3	1 January 2021–31 March 2021	1 October 2020	15 November 2020
4	1 April 2021–30 June 2021	1 January 2021	14 February 2021

## Financial Year 2021/2022

ROUND	ELIGIBLE EVENT DATES	OPEN	CLOSE
1	1 July 2021–30 September 2021	1 April 2021	16 May 2021
2	1 October 2021–31 December 2021	1 July 2021	15 August 2021
3	1 January 2022–31 March 2022	1 October 2021	14 November 2021
4	1 April 2022–30 June 2022	1 January 2022	13 February 2022

# ELIGIBILITY CLASSIFICATIONS

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Orange City Council is open to receiving grant applications from the following entities:

## Not for Profit:

- Companies;
- Cooperatives (non-distributing);
- Foundations;
- Incorporated associations;
- Indigenous corporations;
- Partnerships;
- Trusts.

## For Profit structured as:

- Companies;
- Cooperatives (distributing);
- Indigenous corporations;
- Partnerships;
- Trusts.

Sole Traders;

Individuals.

# INELIGIBILITY CLASSIFICATIONS

## The following entities cannot apply for funding:

- The event receives support through another Orange City Council stream
- The organisation has outstanding debts to Council or has not acquitted any past grant or sponsorship funding to the satisfaction of Council
- The organisation has not previously complied with permits or other conditions of Council, or has failed to apply for the required permits
- The event is a fundraising and/or charity event where the majority of funds raised go outside the region
- The event is in conflict with or accepts sponsorship from organisations not aligned to Council's vision, mission and values
- The organisation wishes to use the sponsorship to fund feasibility studies, capital works projects, facility maintenance or the purchase of capital equipment
- The event takes place on a regular basis such as weekly, monthly or quarterly
- An event of political or religious purpose
- The event excludes parts of the community
- School activities
- Late or incomplete applications will not be accepted.



**More Information about this Program is available through calling 6393 8000 and asking to speak to Business Development staff member or emailing [council@orange.nsw.gov.au](mailto:council@orange.nsw.gov.au)**

# GRANT MANAGEMENT PROCESS

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Applications for Event Sponsorship Fund can be made by completing the relevant application forms. Forms are available once the grant funding round is open and details can be found on the Event Sponsorship page of the Orange City Council website at [www.orange.nsw.gov.au/event-sponsorship/](http://www.orange.nsw.gov.au/event-sponsorship/)

Applications must be submitted by the due date at 5pm AEST. Council does not accept submissions after the cut off time and date except in exceptional circumstances as determined by the Chief Executive Officer where prior approval is given.

Applications must submit a well thought out and well developed application that addresses all the criteria outlined in the online form and provides the necessary documentary evidence required.

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.

Successful and unsuccessful applicants will be notified within 10 days after Council's decision. Applicants will receive a formal correspondence advising the outcome of their application.

Successful applicants are required to be available for a promotional presentation with the Mayor and will be notified by Council staff.

Council will determine the successful requests for sponsorship and the amount offered. The offer from Council may not match the amount requested. Council may require a funding agreement to be entered into which will specify payment schedules and reporting deliverables. Funding must be fully expended in the financial year allocated and unspent funds paid back to Council.

Approval of a sponsorship does not imply that the Council has given any other consent. Applicants should note that many events require approval and consent from other sections of Council, NSW Police, etc. If necessary approvals cannot be obtained, Council may revoke the sponsorship.

Unsuccessful applicants are encouraged to seek feedback from Council staff on their application. The Event Sponsorship programs are highly competitive and even though an application may meet a program's criteria it may not be successful when assessed against other applications.