



Events & Festivals Sponsorship Guidelines

1. Purpose

Events and Festivals provide social, physical and economic benefits to businesses and residents and help contribute to the City of Charles Sturt's goal to deliver a leading and liveable City that is vibrant, friendly and inclusive.

2. Event Definition

Events supported by this program will be those that celebrate the broad range of interests and the diverse cultures across the City of Charles Sturt and are open to the whole community to attend.

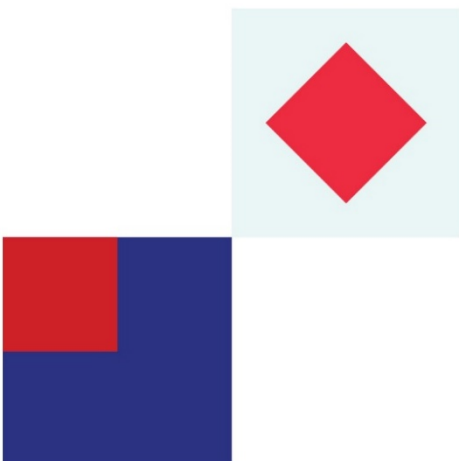
The Jago & Shaw definition of an event is utilised under this program which is:

A one-time or infrequently occurring event of limited duration that provides people with leisure and social opportunities beyond their everyday experience (1998, p.29).

3. Expected Event and Festival Outcomes

There are two types of events and festivals that Council is seeking to support:

- Community Events and Festivals And
- Strategic Events and Festivals.



3.1. Outcomes for all events and festivals

All applications are assessed on the ability of the event or festival to deliver on the following key outcomes:

- Celebrate one or more of the following genres - culture, sport, food, creative arts, stories and character of the city.
- Affordable to attend.
- Ability to attract a broad audience and open to the whole community to attend.
- Provide opportunities for community participation and collaboration with local businesses or suppliers, delivering positive social and economic benefits.
- Provide recognition of Council's sponsorship contribution and support.

3.2. Strategic Events and Festivals Outcomes

In addition, events and festivals applying for sponsorship through the **Strategic Event and Festival** funding stream should demonstrate:

- The development of new audiences and/or an increase in visitation to Charles Sturt particularly from key target markets as outlined in both the Western Region Tourism Action Plan and Visitor Economy Strategy, which can be found at www.charlessturt.sa.gov.au.
- Demonstrate examples of how the event or festival delivers economic, physical or social benefits to the City of Charles Sturt.
- Outline opportunities for collaborations and knowledge sharing between local and visiting creatives, sporting groups or industry professionals and audience members. I.e. intrastate and interstate artist performances, sporting matches and workshops.

4. Eligibility

4.1. What events and festivals are eligible?

Events and Festivals that fit within the following genres and with the following components are eligible to apply:

Event and Festival Genre	Types of events and Festivals that would be considered
Creative	Music and the performing arts events
Cultural	Christmas events, multicultural events, community fun days
Food	Food festivals
Sport	Sporting club open days, fundraising walks, swims and fun runs

Event and Festival Components	Eligible	Ineligible
Location	Held within the boundary of the City of Charles Sturt	Held outside of the City of Charles Sturt
Attendee Numbers	Ability to attract 250 + Attendees	Under 250 People
Aim of Event or Festival	The creation of a celebration that attracts the broader community	Events and Festivals that are intended mainly for the members of an organisation
Type of Events and Festivals	Events and Festivals that fit within the above genres	<ul style="list-style-type: none"> • Award Nights • Events or Festivals that exclude or are reasonably expected to have the potential to offend part of the Charles Sturt community.

Who can apply?

- Not for profit groups, community groups or voluntary organisation, legally constituted as an incorporated association in accordance with the Associations Incorporations Act 1987
- Businesses including sole traders
- Individuals or unincorporated groups
- State funded events, where the request for Council's funding facilitates a component of the event to be held within the City of Charles Sturt as part of broader Program, e.g. South Australian Living Arts Festival (SALA), The Adelaide Festival, The Fringe, Tour Down Under, Guitars in Bars, FEAST to name just a few.

4.2. Who is ineligible?

- City of Charles Sturt employee or Elected Members
- Registered political party as identified on the Australian Electoral Commission webpage
- An individual, business or organisation that is currently in legal conflict with the City of Charles Sturt
- An individual, business or organisation that has any outstanding debts owing to the City of Charles Sturt where no repayment arrangement has been agreed to
- An individual business or organisation that has any outstanding grant obligations including acquittals
- An event that has already received funding from the City of Charles Sturt within the same financial year.

5. Funding

5.1. What elements of the event or festival will be funded?

	Eligible	Ineligible
Event infrastructure	✓	
Reserve and hall hire fees	✓	
Woodville Town Hall fees	Events in the Woodville Town Hall are eligible for Venue Hire and AV costs only.	
Event programming fees such as entertainment	✓	
Catering		X
Salaried event staff		X
Retrospective costs		X
Equipment purchases		X
Prizes, gifts and certificates		X
Decorations		X

5.2. Sponsorship Streams

Stream	Who	Attendee numbers	Funding available	Length of agreement
Community Events and Festivals	Events and festivals that meet the outcomes in 3.1	250 to 3500 people	Up to \$7,500	<ul style="list-style-type: none"> Once off and multi-year agreements. Multi – year agreements will be provided with in-principle support and can be up to one term of Council (i.e. four years). The release of funding in subsequent years will be based on demonstrated audience attendances, ongoing demand, the applicant’s organisational and financial performance and the quality of the event.
	Events and festivals that meet the outcomes in 3.1	Over 3500 people	Up to \$15,000	
Strategic Events and Festivals	Events and festivals that meet the outcomes in 3.1 and 3.2	Over 250 people	Up to \$15,000	

5.3. Sponsorship Benefits

Sponsorship Stream	Minimum sponsorship benefits offered by the event	Support opportunities provided by the City of Charles Sturt
Community Events and Festivals	<ul style="list-style-type: none"> Recognition of Council support – logo and reference to sponsorship on advertising on digital and printed materials Opportunity for Council to have a presence at the event i.e. a stall, opportunities to involve staff or volunteers etc. Mayoral speaking opportunities 	<ul style="list-style-type: none"> Promotion may include a mix of Council’s website, quarterly magazine, enewsletter and social media. Provision of a marquee, pull up banners and temporary bike rack (subject to availability) Involvement of Council volunteers Collaborations with Council programs
Strategic Events and Festivals	<ul style="list-style-type: none"> Recognition as a major partner or equivalent Opportunity for Council presence at the event. i.e. a stall, opportunities to involve staff or volunteers etc. 	

	<ul style="list-style-type: none"> • Recognition of Council support – logo and advertising on digital and printed materials • Acknowledgement of Council’s support in media coverage • Mayoral speaking opportunities 	
--	--	--

6. Assessment Criteria

All applications should demonstrate their ability to address the following criteria:

Criteria	Strategic Tourism Events and Festivals	Community Events and Festivals	Weighting
Economic			
The extent to which the event/festival can demonstrate the following measurable benefits:			
<ul style="list-style-type: none"> • Ability of the event to attract visitors to the event from both within and outside of the City of Charles Sturt <ul style="list-style-type: none"> • Documentation - outline the event’s marketing approach and how attendee numbers will be counted. 	•		15%
<ul style="list-style-type: none"> • Ability of the event to provide benefits to local businesses <ul style="list-style-type: none"> • Documentation for Strategic Tourism Events and Festivals – information outlining business benefits such as increased patronage to businesses within the area or opportunities for business participation through partnerships and promotion. • Documentation for Community events - sourcing event materials and services from City of Charles Sturt businesses. 	•	•	
<ul style="list-style-type: none"> • If relevant outline the number of people employed on the event 	•		
Social			
The extent to which the event/festival can demonstrate measurable benefits:			
<ul style="list-style-type: none"> • Outline how the event will profile the City of Charles Sturt <ul style="list-style-type: none"> • Documentation – outline what promotional material, activities and attractions or promotion of the areas assets and facilities is planned. 	•	•	15%
<ul style="list-style-type: none"> • Opportunities for the broader community to engage in events and not just as a passive attendee <ul style="list-style-type: none"> • Documentation - the event program and details of who you are marketing to and how. 	•	•	
<ul style="list-style-type: none"> • If relevant outline the number of volunteers working on the event 	•	•	
Cultural			
The extent to which the event/festival value adds to the annual calendar of events within Charles Sturt and can demonstrate measurable benefits:			
<ul style="list-style-type: none"> • Celebrates cultural characteristics of the City of Charles Sturt that are significant to residents of the City of Charles Sturt. i.e. Arts, music and history 	•	•	

<ul style="list-style-type: none"> • Showcases Council’s reserves and facilities 	•	•	15%
<ul style="list-style-type: none"> • For returning events 	•	•	
Documentation – outline new components to the event			
Environment			
The extent to which the event/festival applies environmentally sustainable practices and reducing their impact across:			
<ul style="list-style-type: none"> • Waste Management <ul style="list-style-type: none"> ○ Documentation – outline initiatives such as recycling options, reducing or banning single use items etc. 	•	•	15%
<ul style="list-style-type: none"> • Transport Options <ul style="list-style-type: none"> ○ Documentation – outline how different transport modes are promoted such as public transport or park and ride. Outline if additional bike racks are being provided, incentives to use other transport options, organised bus, car-pooling etc. 	•	•	
<ul style="list-style-type: none"> • Noise Management <ul style="list-style-type: none"> ○ Documentation – outline how noise will be managed and issues such as crowd departure etc. 	•	•	
Leadership			
<ul style="list-style-type: none"> • Demonstrated financial sustainability of the organisation/event/festival <ul style="list-style-type: none"> ○ Documentation – provide the event budget and the organisation’s most recent financial report. 	•	•	25%
<ul style="list-style-type: none"> ○ Experience and track record in running similar events. 	•	If relevant	
<ul style="list-style-type: none"> ○ Ongoing financial sustainability of the event (i.e. how will the event continue beyond Council’s support. This could be through other sponsorship or grants or charging a fee). 	•	•	
<ul style="list-style-type: none"> • The level of information and detail provided in the application and the applicant’s ability to address all selection criteria. 	•	•	
Sponsorship benefits			
The extent to which the event/festival will increase the profile of the City of Charles Sturt through:			
<ul style="list-style-type: none"> • Naming rights or major partner status • Generation of media exposure • Acknowledgement of Council’s support through logo inclusion on digital and print advertising and signage • Speaking opportunities 	•	•	15%
Total			100%

Please note that applicants who meet the eligibility and assessment criteria are not guaranteed funding. The success of an application is also determined by the calibre of other submissions in the same category and the funding available.

7. Application Process

Applications seeking funding through the Events and Festivals Sponsorship Program will be assessed against the eligibility and assessment criteria and can apply preferably with a **minimum two months prior to the event** and **up to 6 months in advance** of your event.

Applications will be open during the following months:

Application period	Applicants notified of outcome
March - July	August
Late July – Late September	October
Late September – Late October	November
Late October – Late January	February
Late January – Late March	April

7.1. How to apply:

Applicants apply online and are required to provide the information outlined in the checklist below:

- Confirmation your event meets all eligibility criteria
- Event overview and draft event program
- Responses to the economic, social, cultural, environment and leadership components of the assessment criteria
- Outline the length of the sponsorship agreement being sought i.e. one year or multi-years.
- List of sponsorship benefits
- Event marketing plan
- Fully costed event budget
- Audited financial statement or annual report

8. Notification and Payment

All applicants will be notified in writing of their application, with the decision made by Council final.

Successful applicants will be required to enter into an agreement with Council outlining the terms and conditions of the sponsorship funding in order to receive the funding. All applicants will be required to:

- Ensure that all necessary approvals have been granted by the relevant authorities including reserve and hall hire and COVID-19 Management plans;
- Take out public liability insurance for the event to the value of \$20 million;
- Provide an ABN, or complete an ATO Statement by a Supplier form;
- Provide a tax compliant invoice for the agreed amount.

9. Reporting and Acquittals

All successful applicants will be required to provide a detailed report on all the outcomes of the event or festival to the City of Charles Sturt along with an acquittal of grant expenditure. A template report will be provided. These reports are required within 8 weeks of the conclusion of the event or festival.

Applicants who do not complete and return an acquittal report will be ineligible for future funding.

10. For more information

Contact Urban Projects on 08 8408 1111 or email urbanprojects@charlessturt.sa.gov.au