



Event Grants & Sponsorship Policy

Type:	Council
Category:	Safety and Community
Relevant Community Plan Outcome:	<u>Connecting and Belonging</u> • Our community has access to spaces, services and support when needed • We support and value diversity
Responsible Officer(s):	Manager Community Connections
First Issued/Approved:	July 2025
Minutes Reference:	SE 21/07/2025, Item 4.2
Last Reviewed:	July 2025
Next Review Due:	July 2027
Applicable Legislation:	Local Government Act 1999
Related Policies:	Discretionary Ward Allowance Policy Youth Policy Sporting and Community Club Fees Policy Sponsorship Policy
Related Procedures:	Event Grants Guidelines Sponsorship Guidelines

1. Purpose

This Policy provides a framework for the provision of funding to individuals and organisations to achieve aspects of the Community Vision through the delivery of events. It considers:

- Grants to individuals, community groups and organisations
- Council Sponsorship of externally managed events

The program is designed to support a diverse range of events—from long-standing community traditions to innovative, grassroots initiatives and major sponsored attractions—by offering targeted funding streams that reflect the unique purpose, scale, and audience of each event type.

By investing in events through a structured and transparent framework, the City of Charles Sturt aims to:

- Enable community-led celebration and expression
- Promote inclusion, creativity, and capacity-building
- Activate and showcase local places and spaces
- Stimulate visitation and economic activity and
- Strengthen Charles Sturt's identity as a diverse, vibrant and welcoming city

2. Scope

This Policy applies to the provision of grants that fund events managed by third parties within the City of Charles Sturt and includes the Community Event Fund, Event Grants and Event Sponsorship. This funding is provided by the City of Charles Sturt to individuals, event organisers, community groups or organisations through an application process.

Community Event Fund, Event Grants & Event Sponsorship

Stream	Community Event Fund	Event Grants	Event Sponsorship
Purpose:	For established, culturally significant community events that are recognised in the City's calendar. To support cornerstone events with demonstrated long-term value.	Competitive, open grants for initiatives that spark creativity, social connection, and local pride. Seed new ideas and nurture emerging community-led events.	Commercial-style partnerships with high-profile events that offer return on investment and City branding opportunities.
What it achieves:	Supports continuity of long-standing events that bring people together, foster belonging, and contribute to the cultural fabric of the City of Charles Sturt. Attracts and is actively inclusive of a diverse range of community, with considered attention paid to broadening the attendee representation, year on year.	Encourages diversity, creativity, and community leadership by supporting events that promote connection, inclusion, and place activation.	Boosts visitation, supports local economic development, and enhances Charles Sturt's profile as a dynamic and attractive place to visit, invest, and experience.

3. Policy Statement

The City of Charles Sturt recognises the power of events to strengthen community connections, celebrate diversity, activate public spaces, and support local economic growth. Through the Event Grants and Sponsorship funding program, Council provides financial support for events that align with the City's strategic objectives and contribute meaningfully to the cultural, social, and economic life of its communities. To support the successful delivery of events within the City of Charles Sturt, Council Administration may also offer in-kind support to community event organisers such as through marketing support, discounted fees, event advice or more.

Funding Eligibility

Council's Event Grants and Sponsorship Policy will be limited to:

- event organisers delivering an event within the boundaries of the City of Charles Sturt

This includes:

- individuals who reside within the City of Charles Sturt
- owners of properties within the City of Charles Sturt
- community based groups, organisations and services operating within the City of Charles Sturt.

Application, Assessment and Approval

Application

- must adhere to the requirements set out in the Event Grants Guidelines and Event Sponsorship Guidelines
- include all information and documentation deemed necessary to assess eligibility
- will be accepted through the methodology outlined in the relevant Guidelines – e.g. Online application form; or by negotiation with Council staff
- may be applicable for up to multiple years of funding, as outlined in the Event Grants Guidelines or Sponsorship Guidelines
- applicants may receive funding from a single Event Grant or Sponsorship program once per financial year.

Approval:

- assessment is based on the criteria within the Event Grants and Event Sponsorship Guidelines
- approval of Event Grants and Sponsorship is as follows:
 - initial assessment against the Guideline Criteria undertaken by staff
 - a report to the Strategic and Engagement Committee
- approval may be subject to requirements outlined by the Assessment Panel or Council, which will be outlined in the funding agreement.

Notification

- applicants will be notified of the outcome of their application in a timely manner following confirmation of the decision by Council
- approval by Council will occur as soon as practical after the closing date of each funding round.

Agreement / Conditions of Funding

- successful applicants are required to enter into a Funding Agreement with Council
- may be subject to conditions outlined by the Assessment Panel, or Council.

Acquittal and Reporting

- applicants must provide an acquittal within the timeframes outlined in the Event Grants Guidelines or Event Sponsorship Guidelines. Failure to acquit will result in ineligibility until acquitted, and subsequent or future grant funding may not be approved for consideration
- material changes to the scope of delivery must be communicated to Council Administration, and may be subject to reapplication and assessment
- Council Administration must be advised as soon as practical of instances where unavoidable delays (e.g. illness, weather conditions, associated cancellations, pandemic, etc.) interfere with a recipient's ability to deliver the event for which they have received funding.

Policy Exclusions

- any funding provided outside of an application process such as through a partnership or joint venture
- in-kind assistance (which is tailored to the needs of an event)
- procurement, purchasing or tenders

- Elected Members or staff of the City of Charles are ineligible to directly receive an event grant or sponsorship, though may be declared in the application as part of an organising Committee
- Grants received by the City of Charles Sturt

4. Definitions

Key Term – Acronym	Definition
In-kind contribution	Refers to a non-monetary donation. It can take the form of: • Physical goods/equipment • Services • Expertise • Time provided by individuals or businesses free of charge
Access and inclusion	Access/accessibility refers to giving equitable access to everyone regardless of human ability and experience