

# Events & Festivals Sponsorship Guidelines

## 1. Purpose

The City of Charles Sturt is committed to delivering a leading and liveable City that is vibrant, friendly and inclusive. Events provide a mechanism in delivering a leading and liveable City by providing social, physical and economic benefits to its businesses and residents.

## 2. Benefits

Supporting small scale local events and larger scale state events provide benefits to the City of Charles Sturt both during and after the event. These benefits can include:

### *Social Benefits*

These are often intangible benefits such as:

- The growth of community spirit and pride.
- Strengthening communities.
- Building awareness of diverse cultures and identities.
- Connecting City of Charles Sturt residents with a larger community when involved in state-wide events.

### *Physical Benefits*

Events are often utilised to establish areas as destinations and raise or increase the profile of an area.

Events and festivals may:

- Put a place such as a reserve or facility or a location such as a suburb on the map by distinguishing their attractions as distinct from other similar regions.
- Marketing exposure for the City of Charles Sturt generated from being part of larger state-wide events

### *Economic Benefits*

Events can create income and jobs in the short term and in the longer term can generate increased visitation and related investment in the longer term.

Events can bring people into an area and keep them there. The benefits to the economy can be seen across the following areas:

Short term:

- local businesses benefit through increased expenditure in food and beverage, entertainment, accommodation and local transport. Research shows that the more involved local people and suppliers are in terms of provision of services, food, beverages, and attractions, the greater the economic benefits to the region.



Longer term:

- Increasing visitor length of stay
- Increasing visitor expenditure
- Businesses may make improvements to their shop fronts and façades for an event which has year-round benefits by improving the appearance of the Main Street.

### 3. Event Definition

The term event is used to describe a wide range of activities many of which have quite different characteristics.

Events funded under this program utilise the definition of Jago & Shaw who undertook an extensive literature review and define an event as:

*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).*

Under this definition successful events within this program will be those that celebrate the diverse cultures and broad range of interests across our city and are open to the whole community to attend.

### 4. Eligibility

#### 4.1. Event Eligibility Criteria

*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.

All event/festival organisers must be able to meet the following criteria:

- Have an ABN, or be able to complete an ATO Statement by a Supplier form;
- Hold public liability insurance for the event to the value of \$20 million;
- Hold the event within the City of Charles Sturt boundary;
- If you are utilising a reserve for this event, you are required to make a tentative booking before submitting your application;
- Demonstrate a financial contribution to the event;
- Not have any outstanding debts owing to the City of Charles Sturt where no repayment arrangement has been agreed to;
- Not have any outstanding grant obligations including acquittals;



- The applicant, business or organisation must not currently be in legal conflict with the City of Charles Sturt.

Events/festivals will be ineligible for funding if:

- You are a City of Charles Sturt employee or Elected Member;
- You are a registered political party as identified on the Australian Electoral Commission webpage.
- Have already received funding from the City of Charles Sturt for the same event within the same financial year;
- The proposed event excludes or is reasonably expected to have the potential to offend part of the Charles Sturt community;

#### 4.2. What application requests will be eligible for funding?

Funding Request	Eligible	Ineligible
Event infrastructure	•	
Event reserve fees	•	
Elements of event programming	•	
Salaried event staff		•
Retrospective costs		•
Events that benefit only members of an organisation		•

#### 4.3. Event Genres

Events that contribute to a vibrant and liveable city should fit within the following genres:

Event Genre	Types of events 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

#### 4.4. Event Category

##### **Strategic Tourism events and festivals**

A total amount of \$25,000 is available in this category.

Expected tourism event and festivals outcomes:

- Attract and support the development of events and festivals that are:
  - Unique and enhance the character and identity of Charles Sturt.
  - Development of new audiences and 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](http://www.charlessturt.sa.gov.au).



- Events and festivals of state or national significance that deliver economic, physical or social benefits to the City of Charles Sturt.
- Increase 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.

Up to \$15,000	
<i>Event's Sponsorship Commitment</i>	<ul style="list-style-type: none"> <li>● Recognition as major partner status or equivalent offer</li> <li>● Opportunity for Council to have a presence or involvement at the event, this could include the opportunity to promote a new program or initiative or opportunities to involve our staff or volunteers</li> <li>● Acknowledgement of Council's support in the media – such as newspaper articles</li> <li>● Opportunity for advertising on the event's website and printed materials</li> <li>● Council logo on digital and print advertising and marketing materials</li> <li>● Mayoral speaking opportunities</li> </ul>

**Community events and festivals**

A total amount of \$70,000 is available in this category.

Expected community events and festivals outcomes:

- Events that strengthen and connect the community by showcasing and providing an understanding of the history, culture, stories and character of the city and provide opportunities to share these characteristics with the broader public.
- Events that are accessible – either free or low cost for the whole community and are open and promoted to the whole community.
- Events that provide participatory opportunities.
- Events that contribute to an increase in business patronage or economic benefit to the precinct (if relevant).

Up to \$7,500	Attendee numbers: 250 to 3500 people
Up to \$15,000	Attendee numbers: Over 3500 people
<i>Event's Sponsorship Commitment</i>	<ul style="list-style-type: none"> <li>● Acknowledgement of Council's support in the media and on digital and print advertising and marketing materials</li> </ul>



	<ul style="list-style-type: none"> <li>• Opportunity for Council to have a presence at the event</li> <li>• Mayoral speaking opportunities</li> </ul>
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## 5. Assessment Criteria

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

Criteria	Strategic Tourism Events and Festivals	Community Events and Festivals	Weighting
<b>Economic</b>			
The extent to which the event/festival can demonstrate the following measurable benefits:			
<ul style="list-style-type: none"> <li>• 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"> <li>• Documentation - outline the event's marketing approach and how attendee numbers will be counted.</li> </ul> </li> </ul>	•		15%
<ul style="list-style-type: none"> <li>• Ability of the event to provide benefits to local businesses                             <ul style="list-style-type: none"> <li>• 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.</li> <li>• Documentation for Community events - sourcing event materials and services from City of Charles Sturt businesses.</li> </ul> </li> </ul>	•	•	
<ul style="list-style-type: none"> <li>• If relevant outline the number of people employed on the event</li> </ul>	•		
<b>Social</b>			
The extent to which the event/festival can demonstrate measurable benefits:			
<ul style="list-style-type: none"> <li>• Outline how the event will profile the City of Charles Sturt                             <ul style="list-style-type: none"> <li>• Documentation – outline what promotional material, activities and attractions or promotion of the areas assets and facilities is planned.</li> </ul> </li> </ul>	•	•	15%
<ul style="list-style-type: none"> <li>• Opportunities for the broader community to engage in events and not just as a passive attendee                             <ul style="list-style-type: none"> <li>• Documentation - the event program and details of who you are marketing to and how.</li> </ul> </li> </ul>	•	•	



<ul style="list-style-type: none"> <li>If relevant outline the number of volunteers working on the event</li> </ul>	•	•	
<b>Cultural</b> 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"> <li>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</li> </ul>	•	•	15%
<ul style="list-style-type: none"> <li>Showcases Councils reserves and facilities</li> </ul>	•	•	
<ul style="list-style-type: none"> <li>For returning events</li> </ul> Documentation – outline new components to the event	•	•	
<b>Environment</b> The extent to which the event/festival applies environmentally sustainable practices and reducing their impact across:			
<ul style="list-style-type: none"> <li>Waste Management               <ul style="list-style-type: none"> <li>Documentation – outline initiatives such as recycling options, reducing or banning single use items etc.</li> </ul> </li> </ul>	•	•	15%
<ul style="list-style-type: none"> <li>Transport Options               <ul style="list-style-type: none"> <li>Documentation – outline how different transport modes are promoted such as public transport or park and ride. Outline if additional bike racks are being provided etc.</li> </ul> </li> </ul>	•	•	
<ul style="list-style-type: none"> <li>Noise Management               <ul style="list-style-type: none"> <li>Documentation – outline how noise will be managed and issues such as crowd departure etc.</li> </ul> </li> </ul>	•	•	
<b>Leadership</b>			
<ul style="list-style-type: none"> <li>Demonstrated financial sustainability of the organisation/event/festival               <ul style="list-style-type: none"> <li>Documentation – provide the event budget and the organisation’s most recent financial report.</li> </ul> </li> </ul>	•	•	25%
<ul style="list-style-type: none"> <li>Experience and track record in running similar events.</li> </ul>	•	If relevant	
<ul style="list-style-type: none"> <li>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).</li> </ul>	•	•	
<ul style="list-style-type: none"> <li>The level of information and detail provided in the application and the applicant’s ability to address all selection criteria.</li> </ul>	•	•	



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"> <li>Naming rights or major partner status</li> <li>Generation of media exposure</li> <li>Acknowledgement of Council's support through logo inclusion on digital and print advertising and signage</li> <li>Speaking opportunities</li> </ul>	•	•	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.

## 6. Application Process

Applications seeking funding through the Events and Festivals Sponsorship Program will be assessed via the eligibility/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 presented to the City Services Committee Meeting and Council Meeting on the following dates for endorsement:

Applications Open	Applications Close	City Services Committee and Council Meeting Date
1 <sup>st</sup> July	22 <sup>nd</sup> July	17 <sup>th</sup> and 24 <sup>th</sup> August 2020
23 <sup>rd</sup> July	24 <sup>th</sup> September	19 <sup>th</sup> and 26 <sup>th</sup> October 2020
25 <sup>th</sup> September	21 <sup>st</sup> October	16 <sup>th</sup> and 23 <sup>rd</sup> November 2020
21 <sup>st</sup> October	20 <sup>th</sup> January 2021	15 <sup>th</sup> and 22 <sup>nd</sup> February 2021 – Dates to be confirmed
21 <sup>st</sup> January	Applications will close mid-April 2021	May 2021 – Dates to be confirmed

### 6.1. Length of sponsorship agreement

Council will consider once off and multi-year agreements. A multi – year agreement will be provided with in-principle support and can be up to one term of Council (i.e. four years). The length of the multi – year agreement will be based on the assessment criteria received and the remaining length of the Council term.

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 its programs.



Successful applications will be notified in writing of the outcome of their application. All successful applicants are required to enter into an agreement with Council.

#### 6.2. How to apply:

Applicants 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 (if relevant)

#### 6.3. Submit your proposal to:

City of Charles Sturt  
ATT: Events and Festival Sponsorships  
PO Box 1  
Woodville SA 5011  
Email: [placemakers@charlessturt.sa.gov.au](mailto:placemakers@charlessturt.sa.gov.au)

## 7. Notification and Payment

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

Prior to payments being made, all applicants will be required to:

- Ensure that all necessary approvals have been granted by the relevant authorities.
- Provide a tax compliant invoice for the agreed amount.
- Sign a funding agreement detailing the terms and conditions of the sponsorship funding.

## 8. In-kind Support

Council's will be able to provide the following in-kind support to successful events (subject to availability):

- Council's banners and flags
- Council's 3m x 3m marquee
- Promotion of your event through our What's On Calendar and City of Charles Sturt social media channels
- Portable bike rack

Please note that reserve fees and event charges such as bins, toilet cleaning and line marking are the responsibility of the event organiser.

## 9. Reporting and Acquittals

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

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

## 10. For more information

Contact Sarah Maddock, Place Leader, Urban Projects on 08 8408 1221 or email [smaddock@charlessturt.sa.gov.au](mailto:smaddock@charlessturt.sa.gov.au)