

Strathbogie Shire Council

2021-2022

Sponsorship Program

Guidelines

Online applications can be lodged at

<https://www.strathbogie.vic.gov.au/community/community-funding/sponsorship-program>

Adopted by Council on 15/06/2021

Address:

109A Binney St, Euroa
PO Box 177, Euroa 3666
www.strathbogie.vic.gov.au
info@strathbogie.vic.gov.au



Contents

IMPORTANT THINGS YOU NEED TO KNOW BEFORE YOU START.....	2
PRINCIPLES OF THE SPONSORSHIP PROGRAM.....	3
GENERAL GUIDELINES	4
1. Who is eligible to apply?	4
2. Features of an eligible application.....	5
3. Who is not eligible to apply?	5
4. What is not eligible for funding?	5
5. Sponsorship and GST	5
6. Funding conditions	6
HOW TO APPLY.....	7
ASSESSMENT	7

If you are unsure about any information outlined in these Guidelines or would like to discuss your application further, please contact a member of the Tourism and Community Services Team on 5795 0000 or by emailing info@strathbogie.vic.gov.au

IMPORTANT THINGS YOU NEED TO KNOW BEFORE YOU START

- Read the Guidelines carefully. It is important to have a full understanding of the Guidelines before you start completing the online application.
- The term ‘**event**’ is used throughout this document. Event means any activity, project, initiative or program that you are seeking funds for.
- **It is a condition of application that you discuss your proposed event with a member of the Tourism and Community Services Team.** This will help to:
 - Check your group is eligible for funding.
 - Check your event is eligible to be funded and that you have successfully completed the *Event Application Part A*.
 - Clarify any queries you may have about the guidelines and online application process.
- Final decision regarding sponsorship applications is determined at monthly Council meetings. All requests for sponsorship need to be submitted before 12pm on the last Monday of the month in order to be considered at the following monthly Council meeting.
- The amount of funds awarded will be dependent on the number and quality of applications. Please note: you may not receive the full amount of funds that you have requested.
- Applicants are required to contribute towards the implementation of their event; this may include cash or in kind contributions or a combination of both. There is no minimum contribution required however evidence of the contribution must be provided.
- Council will require evidence of appropriate Public Liability Insurance prior to the receipt of funds. The preferred minimum coverage is to be \$20,000,000 or other amount to the satisfaction of Council.
- Applications can only be received from incorporated groups. If your group is not incorporated, you will need to seek out an incorporated group or a Community Planning Reference Group (also known as Community Action Group) who is willing to auspice (endorse) your application.
- If your group is submitting an application for sponsorship you may also agree to act as auspicating group for another non-incorporated group.
- If your group has received Community Grants or Sponsorship Funding previously you will need to complete any outstanding acquittal requirements before being eligible to reapply for Sponsorship Funding.
- These guidelines will apply to sponsorship requests of and above \$1,000 and up to \$5,000.
- Requests for amounts over \$5,000 and up to \$10,000 will only be considered based on the economic benefit that the event can deliver to Strathbogie Shire.
- Any questions regarding acquittal requirements can be directed to the Tourism and Community Services Team on 5795 0000.

PRINCIPLES OF THE SPONSORSHIP PROGRAM

An annual program of events within a Shire adds significantly to the social health of the community, assists to raise awareness of the destination to identified markets, provides yield and yield dispersal to a broad range of local businesses and directly assists to increase the average length of stay of visitors.

Opportunities to attract or develop an event to a level of regional and state significance could be supported by Strathbogie Shire Council relevant to available resources.

In partnership with community groups and event organisers, Strathbogie Shire Council is committed to ensuring that our municipality continues to develop as a thriving destination and Council aims to provide appropriate support for groups undertaking the development and delivery of events where possible.

The Sponsorship Program provides an opportunity for groups to undertake events that complement the focus areas identified as priorities for the Strathbogie Shire Council.

Applications are sought for events that:

1. Promote community engagement and participation.
2. Support gender equality and social inclusion and improve accessibility.
3. Contribute to building healthy and vibrant communities.
4. Increase economic development, tourism and the visitor economy

It is recommended that your event should directly relate to a strategic goal that is specified in one or more of the following documents:

- Strathbogie Shire Council Plan 2017-2021 - click [HERE](#)
- Strathbogie Shire Council Livability Plan 2017-2021 - click [HERE](#)
- Strathbogie Shire Arts & Culture Strategy 2019-2023 – click [HERE](#)
- Strathbogie Shire Waste Wise Events Guide – click [HERE](#)
- A Community Plan developed by the Community Planning Reference Group in your community - click [HERE](#)
- Acknowledgement and Publicity Guidelines – Click [HERE](#)
- Any other relevant plan that you may identify (please specify)

GENERAL GUIDELINES

1. Who is eligible to apply?

To be eligible for funding under the Sponsorship Program, applicants must be:

- Organisations or club that have an Australian Business Number
- OR
- An **unincorporated** not for profit community group, organisation or club that has an auspicing body that is either
 1. an incorporated not for profit community group, organisation or club or
 2. a Community Planning Reference Group (also known as Community Action Group).

2. Features of an eligible application

- The event will generate positive outcomes for Strathbogie Shire residents and/or visitors.
- The applicant is able to demonstrate their own contribution to the event in the form of funds or in kind support.
- There is demonstrated support for the event from other groups within the community (such as formal partnerships, letters of support and / or a financial commitment to the event).
- The applicant is able to demonstrate sound event planning.
- The event welcomes gender equity, inclusion, access for all and cultural diversity.
- Preference is given to events based within the Strathbogie Shire municipality.

3. Who is not eligible to apply?

- An individual.
- An unincorporated not for profit community group, organisation or club without an appropriate auspicing body.
- Any group who has an overdue acquittal from a previous funding application.
- Any group already receiving other financial support from Council or where their funding and service agreement precludes access to other Council funding.
- Private, profit making organisations.

4. What is not eligible for funding?

- Applications for retrospective funding.
- Applications seeking funds to cover the cost of fundraising, prizes, alcoholic beverages and/or wages.
- Applications seeking sponsorship to attend conferences or sporting events.
- Events that are to occur primarily outside of Council's municipal boundary.
- Applications from federal or state government agencies and private profit making organisations or individuals.
- Applications that are incomplete such as: not attaching evidence of public liability insurance coverage and not attaching copies of relevant quotes.

5. Sponsorship and GST

- Where the applicant is registered for GST Council will pay the funding amount requested plus 10%. The Applicant will then remit to the Australian Tax Office (ATO).
- If the applicant is not registered for GST, or is not auspiced by a group registered for GST, 10% will be added to GST items as part of the total funding amount.

6. Funding conditions

Successful applicants will be required to:

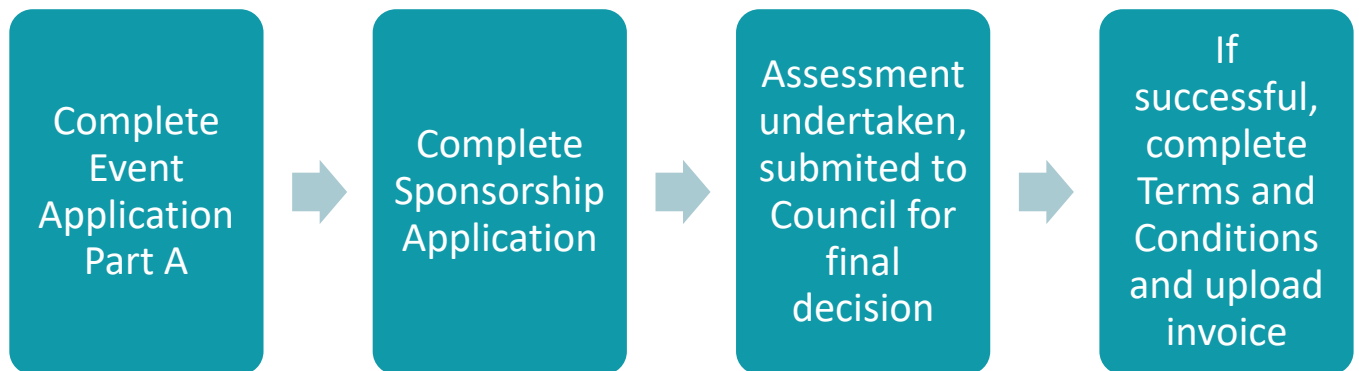
- Enter into a funding agreement and adhere to the conditions of the agreement.
- Spend the sponsorship money only as stated in the original application. Approval for any proposed variation to the event must be sought in writing via the Manager Tourism and Community Services, and permission received in writing, prior to a new event or variation commencing.
- Return any unspent funds at the completion of the event or the end of the agreement unless prior approval has been obtained to expend the funds.
- Where required, complete an Event Application Part A plus Event Application Part B (if applicable) and obtain all necessary permits, compliance requirements as deemed necessary for your application.
- Adhere to the requirements of Council's Waste Wise Events Policy and the associated [Waste Wise Events Guide](#)
- Obtain all necessary approvals (E.g. Letter from land owner) and permits (building/planning or other statutory requirements) associated with your event; failure to do so will result in the event being delayed, or potentially, stopped.
- Inform Council officers of changes to key event contact details, including telephone number, email or postal address.
- Invite Council officers and Ward Councilor/s to the event as appropriate.
- Acknowledge Strathbogie Shire Council's support on all promotional material. The following wording must be incorporated in any material related to the funded project: "Supported by Strathbogie Shire Council"
- Display the Strathbogie Shire Council logo on all marketing collateral and advertisements.
- List the event with the Australian Tourism Data Warehouse - ATDW (<https://atdw.com.au/>).
- Dispersal of a percentage of net surplus by the event organisers in order to assist community groups is seen as entirely appropriate. However, if Council has a financial interest in the event then Council feels that priority should be given to investing a percentage of net surplus into the next event in the following year, with a view to the development of a self-sustaining event.
- Complete an acquittal process and ensure any outstanding acquittals are submitted no later than **30 days after the completion date of the event** (or other date as agreed to by Council).
- The possibility of any impact that an event may have on residents, ratepayers and business sector groups is required to be addressed and appropriate liaison with same will need to be demonstrated if requested.
- An acknowledgement of Traditional Owners and/or a Welcome to Country to be given at all events receiving sponsorship from the Strathbogie Shire Council. This recognises that Victoria has a strong and proud Aboriginal history and complex ownership and land stewardship systems stretching back many thousands of years and it pays respect to the Traditional Owners.

HOW TO APPLY

All applications are completed online at:

<https://strathbogie.smartygrants.com.au/sponsorship>

- Please answer all questions and attach all information as requested as a **failure to do so may render your application ineligible.**
- Applicants may only submit one application for Sponsorship per financial year.
- **A successful funding application does not imply ongoing funding.**



ASSESSMENT

Applications will be assessed according to set criteria including:

- Demonstrated ability to raise awareness of Strathbogie Shire Council brand and other associated brands in identified markets
- Demonstrated financial budget
- Demonstrated capacity to add benefit to community and local businesses
- Demonstrated ability to provide economic benefits to local businesses
- Demonstrated links to relevant strategic documents
- Demonstrated partnerships