



REGIONAL EVENTS SPONSORSHIP PROGRAM

Guidelines



Grants, Funding
and Awards

SCENIC RIM

REGIONAL COUNCIL



ACKNOWLEDGEMENT OF COUNTRY

Scenic Rim Regional Council acknowledges the traditional custodians of the many lands within the Scenic Rim — the Mununjali, Wangerriburra, Ugarapul and Migunberri and all Indigenous people in those regions.

We pay respect to their Elders, past, present and emerging and acknowledge the important role they play in shaping the future of the Scenic Rim.

MAYOR'S FOREWORD

Scenic Rim Regional Council's Regional Events Sponsorship Program supports large-scale events which complement the character and culture of our communities and have the potential to attract substantial numbers of visitors to our region.

It provides funding and in-kind support from Council for arts and cultural events, festivals, major sporting events, industry expos and destination-driven events enjoyed by locals and visitors alike and which add vibrancy to our communities and value to our local economy.

These major events also contribute to the enviable lifestyle we enjoy in the Scenic Rim and enhance our region's reputation as a creative community with a strong artistic and cultural base.

I encourage you to make the most of the opportunities provided through our Regional Events Sponsorship Program in bringing to life innovative and exciting projects.

Tom Sharp
MAYOR
Scenic Rim Regional Council

REGIONAL EVENTS SPONSORSHIP PROGRAM OVERVIEW

THE REGIONAL EVENTS SPONSORSHIP PROGRAM PROVIDES FUNDING TO SUPPORT ELIGIBLE COMMUNITY ORGANISATIONS AND BUSINESSES TO HOLD EVENTS THAT ACTIVATE THE SCENIC RIM AND GENERATE BENEFITS FOR OUR COMMUNITIES AND BUSINESSES.

Council recognises the important contribution events make to the economy. Through the Regional Events Sponsorship Program, Council aims to support events that enhance the region's profile, deliver economic outcomes, and align with the culture and character of the Scenic Rim. Events that showcase the natural assets of the Scenic Rim, the region's agricultural sector and nature-based tourism and agritourism offerings will be highly regarded.

The positive economic impact and interest in a community that a successful event can provide not only helps to build a sense of local pride but can also strengthen the community as a whole.

Council recognises that events are also key drivers for tourism visitation, growing the local area's capacity for destination brand identification, and attracting business and new residents to the region.

RECIPIENTS

Event sponsorships are open to registered organisations and not-for-profit organisations that meet the eligibility criteria and do not fall within any of the exclusions.

FUNDING RANGE

Financial support for event sponsorships includes:

Category 1 events — \$1–\$15,000.

Category 2 events — \$15,001 and over.

FUNDING AND SUPPORT AVAILABLE

The total funding available for event sponsorship is subject to variation, depending on Council's annual budget allocation. No applicant can be guaranteed funding, nor can any applicant be guaranteed to receive the full amount requested.

Organisations can also apply for in-kind support. In-kind support is limited to the provision of rubbish bins and skips, loan of pop-up marquees and fence wrap, and the waiving of Council venue hire.

THE VALUE OF IN-KIND SUPPORT IS CALCULATED IN THE TOTAL VALUE OF THE EVENT SPONSORSHIP.

Ongoing funding for annual events is not guaranteed and each event must reapply for funding each year unless specifically addressed in the funding application agreement.

TIMEFRAME

Funding applications to be submitted as follows:

\$1–\$15,000 — a minimum of three months in advance of the event.

\$15,001 and over — a minimum of six months in advance of the event.

Applications are accepted all year round but assessed monthly.

ELIGIBILITY CRITERIA

To be eligible for funding all applicants must:

- deliver the event within the local government area and be able to demonstrate that the proposed project benefits the region's economy and has the ability to grow year on year
- demonstrate adequate consideration of any environmental impacts and benefits
- incorporate 'Scenic Rim' in the official name of the event and in the official event location tagline (some exceptions may apply)
- provide recognition and designation of Scenic Rim Regional Council as a 'Major Partner' of the event
- be a registered organisation with an ABN (or ACN) or a Not-for-Profit organisation. Council will not fund individuals
- have satisfactorily accounted to Council for the expenditure of any previous Council sponsorships or other Council funding (as required)
- have no outstanding debts of any kind with Scenic Rim Regional Council
- hold an appropriate public liability insurance policy (minimum \$20 million) to cover staff, volunteers, members and general public as appropriate
- demonstrate that the event sponsorship will be used for a purpose in the public interest and in accordance with the Regional Events Sponsorship Program policy
- demonstrate that they are capable of delivering the proposed event
- be capable of obtaining all regulatory approvals for the event
- have no outstanding compliance matters with Council, for example development approvals or leasing issues
- be financially viable

EXCLUSIONS

The following will not be funded:

- applications from individuals
- applications from government agencies or departments of local, state or federal government including auxiliaries and Parents and Citizens Associations of these bodies
- applications from bodies or authorities established by a government body e.g. chaplaincy programs, Landcare groups, fish restocking groups
- applications from political or religious organisations
- events occurring outside the Scenic Rim
- events in receipt of funding or in-kind support from another Council business unit
- events that directly contravene any existing Council policy
- event activities with safety and/or environmental hazards
- requests seeking reimbursement for funds already spent
- requests associated with an organisation's operational expenses including insurances, salaries and wages
- requests seeking payment of debt
- merchandise, prizes, trophies and raffles

EXPECTED PROGRAM OUTCOMES

Event projects should contribute to one or more of the following outcomes:

- Increased recognition of Scenic Rim nationally and internationally
- Increased economic contribution (measured primarily through day trip and overnight visitation numbers and visitor spend)
- Capacity for businesses in the hospitality, retail, tourism and other event supporting sectors to benefit from and leverage event audiences
- Support the attraction of events to the region
- Foster the long-term sustainability of the small business sector

EVENT SPONSORSHIP FUNDING PRINCIPLES

THE FOLLOWING FOUR KEY PRINCIPLES ARE TO BE APPLIED WHEN DETERMINING EVENT SPONSORSHIP ARRANGEMENTS IN ACCORDANCE WITH THE REGIONAL EVENTS SPONSORSHIP PROGRAM POLICY:

COMMUNITY BENEFIT

All sponsored events must provide economic benefit to the community and enhance the profile of the Scenic Rim region. An analysis of potential return on investment will be undertaken to determine the likely financial benefit to the region.

ALIGNMENT

All sponsored events must align with Council's aspirations, legislative requirements, priorities, strategic direction and vision, as documented in Council's Corporate Plan, and be consistent with Council's policies.

RISK MANAGEMENT

Potential risks to Council will be assessed when considering event sponsorship arrangements. Some examples of the inherent risks in providing or receiving sponsorship commonly include the following:

- Conflicts of interest (actual, potential or perceived)
- Reputational risk to Council
- Direct or indirect personal benefits received by Councillors or Council officers
- Perceptions of being influenced by the sponsor/sponsorship recipient
- Perceptions of endorsing the sponsor/sponsorship recipient's products/services
- The holding (or imminent holding) of all necessary Council approvals



OPEN, ACCOUNTABLE DECISION-MAKING AND FINANCIAL MANAGEMENT

Event sponsorship will be provided using transparent processes. All event sponsorship arrangements will be assessed in line with the Local Government Act 2009 and Local Government Regulations 2012 and Council's financial policies and guidelines.

In the negotiation of event sponsorship and arrangements, the commercial value of the arrangement must be clearly identified and acknowledged.

Council will preserve the confidentiality of confidential information as far as possible under the law, recognising the obligations and limitations of the Right to Information Act 2009.

EVENT SPONSORSHIP ASSESSMENT PROCESS

All event sponsorship applications will initially be assessed against the eligibility and exclusion criteria as detailed on page six.

The event will then undergo an economic assessment before undergoing a panel assessment of the application against funding priorities and the following assessment criteria:

1. COMMUNITY BENEFITS (40% WEIGHTING)

- Are the aims and expected outcomes of the proposed event clearly identified?
- Does the event have the potential to deliver economic benefit, either in the short, medium or long term, to the Scenic Rim?
- Will the event attract visitors from outside the Scenic Rim?
- Will the event provide positive exposure for the Scenic Rim through attracting media attention or through engagement with community and business networks?
- Will the event increase recognition of the Scenic Rim nationally and internationally?
- Does the event align with the culture and character of the Scenic Rim?
- Does the event complement other events and/or fill a gap in the region's calendar of events, particularly "off peak" tourism seasons?
- Does the event promote the region's natural assets and/or lead to an increase in participation in nature-based recreation?
- Does the event profile the Scenic Rim's agricultural sector and agritourism offerings?

2. ORGANISATIONAL CAPACITY (35% WEIGHTING)

- Does the application support Council's corporate plans and strategies?
- Does the applicant present a strong marketing plan to promote the event and leverage audience attendance from outside the region?
- Does the applicant demonstrate a successful track record of marketing, planning and delivering events of similar scale?
- Does the applicant provide data on past event attendees and economic impact?
- Is the application well planned and achievable within the allotted timeframe?
- Does the applicant have the expertise and capacity to successfully manage and evaluate the event?
- Has the applicant developed other partnerships and collaborations to assist with the event?
- Has the applicant provided an event management plan (including draft or previous examples) demonstrating organisational preparedness?

3. FINANCIAL VIABILITY (25% WEIGHTING)

- Does the proposed budget accurately reflect the scope and scale of the application?
- Have other funding sources been secured and/or identified?
- Have the resources that are required to deliver the event been clearly identified?
- Is the application financially viable and does it demonstrate sound management?
- Is there potential for the event to work towards becoming sustainable and could Council's support reduce over time?

During the application and assessment process applicants must neither canvass nor lobby Councillors or Council staff about the funding application.



ETHICS FRAMEWORK

Scenic Rim Regional Council will not support any activities, entities, or individuals associated with entities, that are considered to:

- discriminate, or encourage discriminatory behaviour, including discrimination on the basis of age, disability, race, religion, sex and/or sexual orientation
- contribute to, or advocate for the infringement of human rights
- demonstrate behaviour that does not align with Council's strategic intent for the region and community of the Scenic Rim
- pollute land, air or water, or otherwise damage the natural environment
- market, promote or advertise products or services in a misleading or deceitful manner
- produce, promote or distribute products or services likely to be harmful to the community
- entice people into financial over-commitment
- exploit people through the payment of below-award wages or poor working conditions
- represent reputational risk for Scenic Rim Regional Council to partner with or support, or be seen to partner with or support.

SPONSORSHIP FUNDING APPROVAL PROCESS

Successful Category 1 event sponsorship applications are approved by the General Manager, Customer and Regional Prosperity. Please allow up to six weeks for the outcome of the funding application.

Successful Category 2 event sponsorship applications are approved by Council at a designated Council meeting. Please allow up to 12 weeks for the outcome of the funding application.

Decisions are final and cannot be appealed. Applicants may write to Council to seek feedback on the application and/or if they believe their application was incorrectly assessed.

TERMS AND CONDITIONS THAT APPLY TO SUCCESSFUL APPLICANTS

All successful applicants will receive the approved funding from Council subject to the following terms and conditions:

- The applicant will be required to become a signatory to a standard Event Sponsorship Agreement which details all event sponsorship conditions and agreed performance outcomes/ measures. This must be signed before event sponsorship funds are issued
- The applicant acknowledges Scenic Rim Regional Council and Visit Scenic Rim in any promotional material and publicity
- The applicant is required to provide an acquittal report on completion of the event
- Applicants are required to provide an expenditure budget or an audited statement within eight weeks of the event sponsorship period. If Council's event sponsorship funds are not expended, all remaining funds must be returned to Council

Council may make funding conditional on other specific conditions being met and these will be outlined in the Sponsorship Agreement.

ACKNOWLEDGEMENT REQUIREMENTS

As a condition of funding, all event sponsorship recipients are required to publicly acknowledge Council's support in line with the level of event sponsorship received.

Evidence of this acknowledgment will be required in the sponsorship acquittal. The following standard acknowledgment is required:

- Prominent placement of Scenic Rim Regional Council and Visit Scenic Rim logos on the event's website, social media platforms and on digital marketing collateral and advertising
- Prominent placement of Scenic Rim Regional Council and Visit Scenic Rim logos on all printed marketing collateral and advertising
- Scenic Rim-branded signage placed in prominent position/s throughout the event site
- Verbal acknowledgement from MC

- A site provided free of charge within the event zone for a Visit Scenic Rim branded marquee
- Opportunities to participate in the event's official proceedings and presentations

Further event specific acknowledgement may be requested and will be included in the Sponsorship Agreement.

HOW TO APPLY

Complete and submit the online Regional Events Sponsorship Application Form via the SmartyGrants platform. A link to the online application form and eligibility criteria can be found on Council's website scenicrim.qld.gov.au/grants-funding-awards

APPLICANTS WILL BE REQUIRED TO SUBMIT SUPPORTING DOCUMENTATION INCLUDING AN EVENT PROPOSAL, BUDGET, MANAGEMENT PLAN, RISK ASSESSMENT AND EVIDENCE OF PUBLIC LIABILITY COVERAGE.

Once the application is submitted, applicants will receive an electronic confirmation notice. Applicants will be notified via email of the outcome of their application.

SPONSORSHIP EVALUATION AND ACQUITTAL

Successful applicants must provide a final acquittal report to Council within the timeframe specified in the Event Sponsorship Agreement.

The information required will be specified in the Event Sponsorship Agreement and will include:

- the final event budget including proof of expenditure relating to Council's sponsorship (audited, if appropriate) including formal advice of funds not spent (funds not expended for the purpose outlined in the application must be returned to Council)

- evidence of how Council was acknowledged during the event
- an assessment of the benefits realised against the benefits anticipated or estimated in the application form
- where events are ticketed, details of the number of tickets sold and the origin and demographic information of attendees
- where possible, further information obtained through surveys including length of visitor stay and spend and any measured economic impact on the region
- an overview of media coverage and photographs and images of the event
- copies of marketing and promotional materials

FURTHER INFORMATION

Information about the Regional Events Sponsorship Program is available at scenicrim.qld.gov.au/grants-funding-awards. If you require additional assistance, please contact us on (07) 5540 5111.

PRIVACY STATEMENT

Any application for event sponsorship to the Scenic Rim Regional Council results in Council collecting your personal information in order to assess your application for eligibility, to establish a digital presence of your information in Council's business operations for the purposes of providing approved event sponsorship and may be accessed to explore promotional activities.

Your information will not be given to any other person or agency unless you have given express permission, or we are required to by law. Your personal information is handled in accordance with the Information Privacy Act 2009.





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