



**COMMUNITY
EVENT
SPONSORSHIP
PROGRAM
GUIDELINES**

OVERVIEW

The Community Event Sponsorship Program aims to assist individuals, community groups, organisations and not-for-profit groups to coordinate events that directly benefit the City of Unley community.

The City of Unley is committed to ensuring that we are known for our vibrant community spirit, quality lifestyle choices, diversity, business strength and innovative leadership. Attraction and facilitation of community events are strategic objectives for the City of Unley with activated places and cultural and artistic diversity included within our Community Plan 2033 and our Four Year Plan. Council recognises that events create opportunity for community interaction, celebration and ensure our public spaces and main streets are alive and economically prosperous.

Applications for sponsorship will be considered for eligible festivals and events that can deliver against the program's assessment criteria. The City of Unley looks to support events that best align with the criteria and provide a return on investment by enhancing our annual events calendar, offer free or discounted, quality activities to the community and display a high level of excellence in administration and delivery.

Event organisers must apply under a three-tier structure for sponsorship, which allows for an equitable and balanced approach in considering applications against the assessment criteria. The tiers categorise events according to their size and scope and take in to account the degree of community benefit and impact. Applications may be assigned a new category as part of the assessment process if the original category selected by the Applicant is not deemed the most appropriate. If Council endorses your application for funding, you are responsible for confirming all bookings and services required to hold your event.

SPONSORSHIP CATEGORIES

LARGE-SCALE EVENT SPONSORSHIP FOR EVENTS THAT ATTRACT MORE THAN 1000 PEOPLE

Sponsorship packages of up to \$6,000 (including in-kind support) with a maximum cash component of \$5,000. These packages may be offered as a 1, 2 or 3 year agreement at the discretion of Council.

MEDIUM-SCALE EVENT SPONSORSHIP FOR EVENTS THAT ATTRACT BETWEEN 200-1000 PEOPLE

Sponsorship packages of up to \$4,000 (including in-kind support) with a maximum cash component of \$3,000. These packages may be offered as a 1, 2 or 3 year agreement at the discretion of Council.

SMALL-SCALE EVENT SPONSORSHIP FOR EVENTS THAT ATTRACT BETWEEN 50-200 PEOPLE

Sponsorship packages of up to \$2,000 (including in-kind support) with a maximum cash component of \$1,000. These packages may be offered as a 1, 2 or 3 year agreement at the discretion of Council.

Applicants will need to specify their preference for the length of the agreement which will be considered as part of the assessment process. Please note that Council reserves the right to offer a shorter term agreement than has been requested.

IN-KIND SUPPORT

Applicants may request 'in-kind support' as part of their sponsorship package. This includes the provision of items such as waste management, traffic services, road closures, waiving of facility hire fees, power access, bollards, bunting and line marking.

All requests for in-kind sponsorship must be detailed in your Application Form and will be treated as equivalent to cash in order to determine the total funding request amount.

ELIGIBILITY CRITERIA

All events MUST:

- › Be free or discounted for City of Unley residents
- › Take place within the City of Unley's public spaces - including parks, reserves, main streets or on Council property
- › Demonstrate direct benefit to the City of Unley community which will be assessed using the specified assessment criteria and weighting
- › Be accessible for people with a disability
- › Demonstrate environmentally sustainable practices
- › Be planned and managed in accordance with the City of Unley Event Planning Toolkit and adhere to the Event Permit Terms & Conditions
- › Obtain Public Liability Insurance for a minimum of \$20 million as stipulated in the Event Permit Terms & Conditions
- › Be run by a legal entity or auspiced by a legal entity
- › Not have any outstanding debts due to Council and an acquittal report must have been provided for all previous grants or sponsorships

Council will not provide sponsorship as follows:

- › Individuals, City of Unley employees, Elected Members or non-legal entities
- › Exclusive or invitation only events
- › Events that denigrate, exclude or offend parts of the community
- › Applicants that have received any grant or other funding from the City of Unley for the same event that year
- › Applications from commercial organisations operating on an expected profit basis, unless it can be demonstrated that there is significant benefit to the City
- › Applications for reimbursement of funds already spent
- › An application that is considered to duplicate an existing event or program that operates in the City
- › Any individual, business or organisation which is in legal or financial conflict with Council

Ineligible applications will not advance to the assessment stage and applicants will be notified.

APPLICATION PROCESS

Applicants seeking Community Event Sponsorship must submit their application within the designated timeframe. Funding operates per financial year in line with the City of Unley's Annual Business Plan & Budget process. It is recommended that event organisers plan in advance to receive an outcome on their funding application well before the event date. Once submitted, applications will be assessed according to:

- › Eligibility criteria
- › Assessment criteria; and
- › Available funding

After the assessment process, funding recommendations will be referred to Council for endorsement. All applicants will be notified in writing of the outcome of their application.

In each round the program receives more applications than it can support. Outcomes are determined on the merit of the applications against the assessment criteria and in competition with other applications. Partial funding may be offered where the Applicant has indicated that the event is able to proceed without full funding. No commitments should be made on the expectation of receiving funding.

IMPORTANT DATES

1 May 2018	Sponsorship applications open
29 June 2018	Sponsorship applications close 5pm
July 2018	Applications assessed
27 August 2018	Funding recommendations presented to Council for endorsement
30 August 2018	Applicants notified of funding request outcome

COMMUNITY CHEST

In addition to the annual, formal round; the second opportunity for event funding is a small 'Community Chest' which can be used to support events of any size. Successful applicants will need to meet all of the same criteria and will be approved at the discretion of the General Manager City Services. These funds are to be used to support opportunities and new events that arise on an 'ad-hoc' basis throughout the year.

ASSESSMENT CRITERIA

Applications will be scored and assessed according to the following criteria.

Criteria		Weighting
Place Activation & Vibrancy	Does the event occur in one of Council's public spaces? Does the event create an opportunity for community celebration & vibrancy?	15%
Community Involvement	Does the event directly involve local community groups and organisations? Does the event involve volunteers?	15%
Economic Benefit	Will the event have a positive impact on the local economy?	10%
Accessibility	Is the event accessible to people with a disability?	10%
Innovation	Is the event concept new and innovative?	10%
Visitation	Will the event attract visitors to the City of Unley?	10%
Strategic Priorities	Does the event align with the City of Unley's Strategic Plan?	10%
City Profile & Promotional Opportunities	Will the event raise the profile of the City of Unley and provide promotional opportunities?	5%
Environmental Sustainability	Does the event use environmentally sustainable practices?	5%
Timing of the Event	Does the event activate a space and create vibrancy in the off-peak event season? (May-September)	5%
Financial Viability	Is the event solely reliant on City of Unley funding and are other partnerships and funding sources being explored? Could the event become financially sustainable over time?	5%

Applicants may provide up to 5 pages of supporting documentation such as site plans, run sheets, statistics on past events, feedback, concept drawings or images.

CONDITIONS

- › As part of the Sponsorship acceptance process, you may be requested to attend an evening function to celebrate all community sponsorship funding and to share your project/event with other recipients
- › Successful applicants must confirm their intention of accepting the sponsorship and conditions by completing a Sponsorship Agreement
- › Successful applicants must provide Council with a tax compliant invoice for the agreed amount of funding plus GST (10%) if registered for GST along with a signed copy of the Sponsorship Agreement
- › City of Unley funds must be spent within the agreed timeframe unless an extension is granted
- › Any changes to the original event plan must be submitted to Council in writing for approval
- › The City of Unley's decision is final with no appeals accepted
- › Applicants who meet eligibility and assessment criteria are not guaranteed funding, given the nature of the competitive grants process
- › Late applications for the formal round will not be accepted

CITY OF UNLEY ACKNOWLEDGEMENT

The City of Unley will have the option to have a presence at your event; whether it is as a stallholder, the opportunity to engage with the community or display a City of Unley sponsorship acknowledgement banner. The banner will need to be collected and returned to the Council office by the Applicant within two days of the event. The banner must be returned in the same condition it was taken or a replacement fee of \$250 will be charged.

The City of Unley is to be appropriately recognised and acknowledged with the use of the City of Unley logo on all printed and electronic promotional material. The [City of Unley's Style Guide and Branding Guidelines](#) must be adhered to and Council's Communications team will need to approve all material during production allowing a 3 day turnaround for approval.

PROMOTION OF YOUR EVENT

The City of Unley may be able to assist with promotion of your event to the local community through a variety of mediums including the City of Unley website, social media platforms and Unley Life magazine. It will be at the discretion of the City of Unley Communications team to determine how your event is promoted. All requests for promotional assistance and any promotional material or images should be emailed to communications@unley.sa.gov.au at least 30 days prior to your event.

REPORTING AND ACQUITTALS

Successful applicants will be required to provide to Council, within six weeks of the completion of the project or event, a detailed written report together with a brief financial statement detailing how the funds were expended.

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

TAXATION REQUIREMENTS

To comply with Australian Taxation legislation, when funding is paid to a group/organisation, individual or business and the applicant has not provided an Australian Business Number (ABN), the funding body is obliged to withhold 48.5% of the funding and forward this amount to the Australian Taxation Office.

Community groups/organisations applying for sponsorship who are unable to provide an ABN must complete the 'Declaration Where No Australian Business Number is Required' form.

HOW TO APPLY

Please forward your completed application to:

Community Event Sponsorship Program
Attention Event Management Specialist

Mail PO Box 1, Unley SA 5061

In person Civic Centre, 181 Unley Road Unley SA 5061

Email pobox1@unley.sa.gov.au

For all enquiries, please phone Council's Event Management Specialist on 8372 5111.