



**Community Event
Sponsorship Program
Guidelines 2021 - 2022**

**Application
Form**

Community Event Sponsorship Program 2021 - 2022

Application Form

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.

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.

Please ensure that you have read the Community Event Sponsorship Program Guidelines and meet the eligibility criteria on page 4 prior to completing this application.

Applications close 30 June 2021. Please note that late or faxed applications will not be accepted.

Applicant Details

Name of organisation	ABN number
Name of event / activity	Event start date
Proposed location / venue	Event end date
Contact person	Position
Postal address	Phone
Email	Website
How many visitors do you expect your event to attract?	Funding duration request 1 year 2 years 3 years
Total value of sponsorship package requested (per year) \$ (excl. GST)	

Application Checklist

Before submitting your application please make sure that you have:

Checked that you meet the eligibility criteria in the Sponsorship Guidelines

No outstanding contractual or financial obligations with the City of Unley

Read the City of Unley Event Planning Toolkit

Understood the requirements of the Emergency Management (Public Activities) Direction 2020

Attached an event plan or run sheet that outlines the major elements of your event

Completed all sections of the application form

Kept a copy of your application

Section One: Event Details

Event name

Location(s) of proposed event

Please provide an outline of your proposed event.

What are the aims and objectives of your proposed event? (*why are you running your event?*)

What is the history of your event? (*how many years has it run, previous attendances, successes and outcomes*)

Is your event free or discounted for City of Unley residents?

Yes

No

If your event is not free, what will you offer City of Unley residents as a discounted ticket price?
What are the full and discounted ticket prices?

Is your event exclusive or invitation only?

Yes

No

Section Two: About your organisation

Please tell us about your organisation.

Is your organisation not-for-profit?

Yes

No

Is your organisation registered for GST?

Yes

No

(if you do not have an ABN you must complete this form:

<https://www.ato.gov.au/forms/statement-by-a-supplier-not-quoting-an-abn/> and attach it to this application

Does your organisation have any outstanding legal or financial matters with Council?

Yes

No

Section Three: Assessment Criteria

1 / Place activation and vibrancy

Please explain how your event will activate one of the City of Unley's public spaces and create an opportunity for community celebration and vibrancy.

2 / Community Involvement

Please explain how your event involves local community groups and businesses.

Will your event provide opportunities for volunteers? If yes, please provide details.

3 / Economic Benefit

Please outline how your event will have a positive impact on the local economy.
(How will visitors be encouraged to spend? How will local businesses benefit?)

4 / Accessibility

Please explain what measures you will put in place to ensure that your event is accessible to people with disability or impaired mobility.

5 / Innovation

Please explain what is new and innovative about your event concept.
If your event has been run previously, will you be introducing any new elements?

6 / Visitation

What proportion of total attendance at your event do you anticipate City of Unley residents to be?
How has this figure been determined?

How will your event attract visitors from outside the City of Unley?

Who are your target markets and how will you reach them?

7 / City Profile and Promotional Opportunities

Please provide details of how your event will raise the profile of the City of Unley.

Please indicate the promotional opportunities and sponsorship benefits that you will provide the City of Unley:

The City of Unley logo will appear on all printed and digital promotional items

The City of Unley will receive verbal acknowledgement at the event

Opportunities for the City of Unley to have access to complimentary advertising

PR opportunities (eg speaking opportunities for the Mayor or Council representative, photo opportunities)

The City of Unley will receive social media acknowledgement

We agree to display the City of Unley signage at our event

Media opportunities

Community engagement opportunities (eg opportunity to have a stall at your event)

8 / Environmental Sustainability

Please provide details about any of the following environmentally sustainable practices that your event will implement:

We agree to have a three bin recycling system (separation of general, recyclable and green waste) at our event

Compostable packaging
We agree to have a "plastic straw free" event We agree to use compostable packaging at our event

How will you encourage people to cycle or take public transport to your event?

Are you implementing any other environmental initiatives that you would like to tell us about?

9 / Timing of the Event

Will your event activate a space and create vibrancy in the off-peak event season (May-June)?	Yes	No
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10 / Financial Viability

Please provide details of your total estimated budget below.

	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total Estimated Event Budget	\$

Has the City of Unley previously provided any form of sponsorship or funding for this event in the previous three financial years?	Yes	No
If yes, please provide details		
2018 - 2019 / \$	2019 - 2020 / \$	2020 - 2021 / \$

OFFICE USE: have acquittal forms been submitted for previous grants. Yes No

Could your event proceed if only partial funding was received?	Yes	No
Please provide details		

Are other partnerships and funding sources being explored?	Yes	No
Please provide details of any external funding you have/will apply for.		

Please provide details below about the sponsorship package that you are requesting including council supplied services and cash contribution, taking into account the below 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

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

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

In-Kind Council Supplied Services Support

Please refer to the Event Planning Toolkit for a full list of Fees and Charges. Note that refundable bonds and the cost of park remediation works as a result of damage caused by your event will not be considered for council supplied service support.

Park/venue hire fees	\$
Waste management	\$
Power access	\$
Delivery of Council infrastructure such as bollards/bunting etc outside of standard business hours	\$
Installation of temporary speed reductions or parking controls outside of standard business hours	\$
Road closure (Please note that you will need to contact the Council's Event Management Specialist to obtain a quote - please allow a minimum of 60 days notice)	\$
Other (Please provide details)	\$
Total Value of Council supplied services	\$
Cash Sponsorship Requested	\$
Total Sponsorship Package Value	\$

Section Four: Event Evaluation

Please provide details on how you will evaluate and assess the success of your event.
(Please note that an Acquittal Report will be due to Council within 6 weeks of the completion of your event)

Section Five: Applicant Declaration

I, being the authorised officer of the organisation making this declaration, confirm and agree that:

- 1 The information given in this application, including any attachments hereto, is true and correct in every particular.
- 2 I am authorised by the applicant organisation to prepare and submit this application for financial assistance.
- 3 The funds will only be used for the approved project as outlined in this application.
- 4 The funds provided will be spent by the applicant organisation prior to 30 June 2021 unless otherwise agreed by the Council.
- 5 All staff and volunteers associated with the project have the appropriate mandatory DHS clearances.
- 6 Any moneys not expended on completion of the project will be returned to the City of Unley.
- 7 I understand that should this application be approved by the City of Unley that I will be required to accept the Terms and Conditions of the Sponsorship Agreement.
- 8 I understand that incomplete applications will not be assessed
- 9 We agree to adhere to Government restrictions and regulations in relation to COVID-19 and will prepare and submit a COVID Safe or COVID Management Plan for SA Health if required.

Name

Signature

Date

If this application is being submitted under the auspice of another organisation please complete the following details:
I hereby certify that we are the auspicating organisation for this application.

Name of Auspicating Organisation

Name of Delegated Officer

Signature

Date

Please forward your completed application by **30 June 2021** to:

Community Event Sponsorship Program

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 Coordinator on 8372 5111.