

# Guidelines for completing application for event sponsorship

## Events & Festivals Sponsorship

### Overview

Applications for sponsorship are invited for local events that provide economic, social and cultural benefits to our community.

The purpose of these guidelines is to assist you to complete the application form by providing some examples of the type of information you could include in your application in order to address the selection criteria relevant to your event.

These guidelines must be read in conjunction with the following:

- Events & Festivals Sponsorship Policy 2024
- Events Sponsorship application form

There are three (3) categories of sponsorship available, and the applications will be assessed against the list of assessment criteria as outlined below.

These guidelines also provide a list of other documents that may assist you in preparing your application.

### Community and Local Events (maximum funding amount up to \$1,500)

This category recognises:

- the vital contribution that not-for-profit organisations and community groups make to the development of a strong, resilient and connected community
- the positive and ongoing contribution these events make to the community
- these events are primarily staged for local audiences.

This funding is provided to assist event organisers to develop new events or improve existing events. Funding can be allocated for the delivery of the event, equipment requirements or to offer awards or prizes as part of the event for participants.

### Assessment criteria

- What is the purpose of the event
  - *why are you hosting this event?*
  - *what is the intended outcome or message?*
  - *how will any profits be used?*
- Who is the event targeting
  - *who is the event aimed at (e.g. youth, families, specific interest group or demographic)?*
  - *is the event inclusive for people of all abilities?*
- Provide an overview of the event
  - *what activities, entertainment and amusements will the event offer?*
  - *how will the area be presented (e.g. decoration)?*
  - *what is the entry fee?*

## Events and Festivals (maximum funding amount up to \$10,000)

This category recognises and supports:

- events and festivals with a higher profile
- the economic benefit and vibrancy events bring to the MidCoast region
- the attraction of visitors to the host location from outside the MidCoast region
- events to provide residents with the opportunity to participate in cultural, sporting and recreational activities

### Assessment criteria

- What is the purpose of the event
  - *why are you hosting this event?*
  - *what is the intended outcome or message?*
  - *how will any profits be used?*
- Who is the event targeting
  - *who is the event aimed at (e.g. youth, families, specific interest group or demographic)?*
  - *is the event inclusive for people of all abilities?*
- Provide an overview of the event
  - *what activities, entertainment and amusements will the event offer?*
  - *how will the area be presented (e.g. decoration)?*
  - *what is the entry fee?*
- How does the event provide residents with the opportunity to participate?
  - *how does the event provide opportunities for the local community to be involved by entering, participating, volunteering or watching? Please elaborate on these aspects*
  - *does the event provide opportunities for organisers to collaborate with other groups (e.g. community groups)?*
- How does the event stimulate the local economy and provide opportunities for local businesses
  - *does the event allow the opportunity to use local suppliers, if so, how?*
  - *does the event allow the opportunity to showcase local produce, if so, how?*
  - *how does the event allow cross promotion with local suppliers?*
- How does the event attract visitors to the host location from outside the MidCoast region
  - *why would people from outside the region travel for the event?*
  - *what marketing techniques are used to reach visitors from outside the region?*
- Demonstrate your capacity to manage all aspects of the event
  - *describe the organising committee – how many members are there, what skills and experience do they bring, how often does the committee meet?*
  - *has the organising committee previously run successful events?*
  - *provide evidence of financial and in-kind support from other government agencies, business or community organisations*

## Regionally Significant

Regionally significant events are those that

- offer a unique perspective of the MidCoast region
- are difficult to replicate outside of the MidCoast
- have the potential to attract large numbers of visitors from outside the MidCoast
- encourage multiple overnight stays
- promote opportunities for visitors to engage with a wide cross section of the MidCoast community
- align with target audiences and themes within the Destination Management Plan and/or MidCoast Cultural Plan

### Assessment criteria

- What is the purpose of the event
  - *why are you hosting this event?*
  - *what is the intended outcome or message?*
  - *how will any profits be used?*
- Who is the event targeting
  - *who is the event aimed at (e.g. youth, families, specific interest group or demographic)?*
  - *is the event inclusive for people of all abilities?*
  - *how does the event encourage community participation?*
- Provide a comprehensive overview of the event
  - *what activities, entertainment and amusements will the event offer?*
  - *how will the area be presented (e.g. decoration)?*
  - *what is the entry fee?*
  - *does the event cater for participation of all ages and cultures?*
- How does the event offer a unique perspective of the MidCoast region and why would it be difficult to replicate elsewhere
  - *what part of the MidCoast region is being promoted and why?*
  - *does the event provide an opportunity to showcase a specific unique feature of the MidCoast region (e.g. Barrington Tops)?*
  - *how will the event provide the opportunity to build a recognisable brand for the region?*
  - *what are the points of difference of the event and how will they be used as a drawcard to the area?*
- How does the event attract visitors to the host location from outside the MidCoast region and encourage overnight stays
  - *why would people from outside the region travel for the event?*
  - *does the event provide activities that encourage extended length of stays?*
  - *what marketing techniques are used to reach visitors from outside the region?*
- How will the event promote opportunities for visitors to engage with a wide cross section of the MidCoast community
  - *what activities does the event provide which engages different community members and groups?*
  - *what collaboration will be undertaken with volunteer groups and/or charities?*
  - *how does the event introduce visitors to the diversity of the MidCoast region and its people?*

- How does the event stimulate the local economy and provide opportunities for local businesses
  - *does the event allow the opportunity to use local suppliers, if so, how?*
  - *does the event allow the opportunity to showcase local produce, if so, how?*
  - *how does the event allow cross promotion with local suppliers?*
  
- How does the event align with target audiences and themes within the Destination Management Plan, MidCoast Cultural Plan and/or Economic Development Strategy
  - *identify the target audience and/or strategic theme and explain how the event aligns and supports this audience / theme to achieve the desired outcome*
  - *what techniques will be used to reach the target audience?*
  - *how does the event raise the profile of the Barrington Coast as a destination?*
  
- Demonstrate your capacity to manage all aspects of the event
  - *describe the organising committee – how many members are there, what skills and experience do they bring, how often does the committee meet?*
  - *has the organising committee previously run successful events?*
  - *provide evidence of financial and in-kind support from other government agencies, business or community organisations and internal*
  - *provide a financial plan for the event*
  - *provide a marketing plan for the event*
  - *how are environmental and sustainable practices integrated into the event?*

## Relevant documents

Other documents that may assist you in preparing your application can be found on Councils website:

- Economic Development Strategy
- Destination Management Plan
- Cultural Plan 2036
- Community Strategic Plan
- Disability Action Plan