

1 Policy History

Revision No.	Council Meeting Date	Minute No.	Adoption Date
1	08/07/2014	0224	08/07/2014
2	13/03/2018	18/084	13/04/2018

2 Policy Objective

This policy is to provide a procedure and guidelines for determining Council's sponsorship of events and activities within the Promotion, Advertising and Sponsorship of Events budget.

3 Policy Statement

3.1 Purpose

The purpose of Council's Promotion, Advertising and Sponsorship of Events budget is to allow the Tourism & Economic Development Unit to effectively promote the City of Griffith to the surrounding regions for the purpose of attracting visitors as well as to encourage family & friends to visit. It is also designed to provide seed funding to stakeholders who are endeavouring to showcase the City and region, subject to guidelines as stipulated hereunder in this Policy.

It is the intention of this Policy to:

- Provide seed funding for new initiatives which will benefit the local economy.
- Facilitate the promotion of the City of Griffith to encourage visitation.

3.2 Scope

This Policy applies to requests for promotion, advertising or sponsorship of events made by not-for-profit organisations, charitable organisations, Section 355 Committees of Council, individuals, and groups under auspice of any of the above bodies, as well as allowing Council Officers to put in place programs and events that will facilitate increased visitation to the City.

3.3 References

Local Government Act 1993
Community Strategic Plan
Griffith City Council Tourism and Economic Development Strategy
Griffith City Council Policy CC-CP-701 Sponsorship and Acknowledgement of Assistance

3.4 Delegation of Function

The Promotion, Advertising and Sponsorship of Events budget provides funds to implement promotion and advertising strategies and activities. This policy provides guidelines for the appropriate use of this budget.

Applications for event sponsorship will be determined by the Manager Tourism & Economic Development if the in-kind or monetary sponsorship value is up to \$5,000. If the sponsorship is valued above \$5,000 the application will be referred to Council for determination.

Council's Tourism and Events Committee will be notified of sponsorship applications.

3.5 Policy

- 3.5.1 The spirit of the scheme is to efficiently support organisations and groups whose requests meet the needs of the community as articulated in Council's Tourism & Economic Development Strategy.
- 3.5.2 Requests must meet specified criteria to ensure compliance against the Tourism & Economic Development Strategy.
- 3.5.3 The emphasis of the Policy is to provide seed funding for events as a means to assist the event become sustainable over future years.
- 3.5.4 Applications shall be considered on their merits, taking into account the circumstances of each case, the availability of funds in Council's budget, the guidelines of this Policy and the relevant provisions of the Local Government Act 1993.

3.6 Promotion, Advertising and Sponsorship of Events Criteria

In assessing applications, the Tourism & Economic Development Unit will use the following criteria:

- 3.6.1 Must increase visitation to and awareness of Griffith.
- 3.6.2 Must have stakeholder financial involvement.
- 3.6.3 Is this request a first time occurrence?
- 3.6.4 Does the event have capacity to raise its own funds by control of gate takings, entry fees or sale of merchandise, food or liquor?
- 3.6.5 Does the event rely on volunteers compared to paid officials?
- 3.6.6 Does the conduct of the event create any risk to Council or the public?

- 3.6.7 Applicants must be based in or affiliated with, and/or service clients within the Griffith City Council Local Government Area.
- 3.6.8 Applicants must be insured or are a Committee of Council or auspiced by another body which does have insurance.
- 3.6.9 Recipients will be required to:
- i) Get approval from the Tourism & Economic Development Unit on their event marketing plan (advertising schedule and communication strategy).
 - ii) Provide proofs of all promotional material to the Tourism & Economic Development Unit prior to printing.
 - iii) Recognise Griffith City Council as an event partner (eg. logo on promotional material, website and acknowledged in press releases) in accordance with Council Policy CC-CP-701 Sponsorship and Acknowledgement of Assistance, whether assistance provided by Council is in cash or in kind.
 - iv) Complete an assessment and acquittal report and provide it to the Tourism & Economic Development Unit within 30 days of completion of the funded event. Failure to do so will deem the applicant ineligible for future funding.
- 3.6.10 Events are funded on the understanding that the event is expected to become self-sustaining and that this funding is limited to three years, with a possible extension at the discretion of Council after receiving advice from the Manager Tourism & Economic Development.
- 3.6.11 Joint promotional agreements cannot have funding paid to an individual without written approval from the Manager Tourism & Economic Development.
- 3.6.12 Activities that come under this Policy but also include In Kind support from Council will be further assessed against Council's In Kind budget for subsidising costs of community events.
- 3.6.13 This policy only covers activities as listed herein and acceptance is not meant to imply acceptance of any other Policy of Council.
- 3.6.14 Organisations, groups or individuals may only apply for assistance once in any financial year.

4 Definitions

None

5 Exceptions

None

6 Legislation

Local Government Act 1993

7 Related Documents

Nil

8 Directorate

Sustainable Development

Sponsorship of Events Application Form

Please send your request to Griffith City Council, Tourism & Economic Development Department,

PO Box 485 GRIFFITH NSW 2680 or email admin@griffith.nsw.gov.au

Enquiries call 02 6962 8258.

1	Applicant	Organisation / Group <input style="width: 50px; border: 1px solid orange;" type="text"/> Individual <input style="width: 50px; border: 1px solid orange;" type="text"/> (go to 7)	
2	Name of Organisation		
3	ABN Number		Registered for GST Y N
4	Is your org. Not For Profit, a registered charity or a Section 355 committee of Council	Y (Please specify _____) N If Yes go to 11 If NO then you are ineligible to apply unless auspiced.	
5	Is your group Auspiced	Y N Yes see below / No - ineligible	
6	Details of Auspice Org Name: _____ Contact: _____ ABN: _____ Registered for GST Y N Attached written confirmation of Auspice (Essential Criteria) Y N		
7	Contact Person		
8	Phone Number		
9	Address		
10	Email		

11	Event Title	
12	Brief outline (no more than 25 words)	
13	Justification for the Event *Demonstrate how your event will increase visitation to Griffith & raise the awareness for Griffith City Council. *Demonstrate stakeholder financial support	

14	How does this event assist in growing Griffith's awareness and what financial stimulation will this event achieve? (Essential Criteria)
	<div></div> <p>Add additional pages if required</p>
15	Where will your proposed event be held?
16	Time frame – When will your proposed event be held?
17	How many patrons do you expect to attend your event? What percentage of attendees will be visitors to Griffith?

18	What is your proposed budget? Please fill in the budget projections for your events.
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Total of all events

Income

Council Donation (Amount sought)	
Your Organisation Contribution (specify)	
In Kind Support	
Cash Sponsorship	
Ticket Sales	
Other (merchandise)	
TOTAL	

Expenses

Facilitator / Professional Fees	
Venue Hire	
Equipment Hire	
Marketing & Promotions	
Safety	
Security	
First Aid	
Artwork & Design	
Printing	
Advertising	
Distribution	
Subtotal	
Insurance	
Administration	
Photocopying	
Special Guest	
Travel	
Other (specify)	
TOTAL	

19	Will you acknowledge Council as providing assistance with this development?	Yes <input type="checkbox"/>
		No <input type="checkbox"/>
20	Will you undertake an evaluation of this process? If No, then ineligible.	Yes <input type="checkbox"/>
		No <input type="checkbox"/>
21	If successful, your organisation understands that there is no guarantee of support in the future.	Yes <input type="checkbox"/>
		No <input type="checkbox"/>

22	Will your event cause disruption to the regular flow of traffic? If yes it is the event organiser's responsibility to submit a traffic management plan to Griffith City Council four months prior to the event.	Yes <input type="checkbox"/>
		No <input type="checkbox"/>
23	Will your project go ahead if your organisation does not receive the full requested amount	Yes <input type="checkbox"/>
		No <input type="checkbox"/>
24	If you are an organisation, please ensure copies of insurance and most recent annual reports are included in your application (if no, then ineligible)	Yes <input type="checkbox"/>
		No <input type="checkbox"/>

Support Documentation

Please attach any support information from people or organisations your partnership will work with.

Please attach any additional support information from people or organisations

I certify, on behalf of the applicant, that to the best of my knowledge the information provided in this Promotion, Advertising and Sponsorship of Events Application form is correct.

Organisation Representative	
Name	
Signature	Date