

GUIDELINES

MINOR COMMUNITY EVENTS PROGRAMS AND PROJECTS SPONSORSHIP FUND

Version 1 - 5th August 2017



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Overview

The George Town Council is pleased to work in partnership and offer incentive and support for community events held in the George Town municipality that contribute to the development of a strong, vibrant and connected community.

The provision of sponsorship funds is a mechanism by which Council furthers its strategic goals and objectives and supports sustainable community development.

Aim

The fund is focused on assisting events, programs and projects which deliver mutual benefit to Council and the applicant organisation, as well as specific community benefit outcomes that align with Council's strategic goals and objectives outlined in the Strategic Plan

These guidelines outline the procedures for organisations who seek to have their community event, project or program sponsored by the George Town Council. Please read these guidelines before applying for sponsorship from Council.

Sponsorship Funding

The George Town Council allocates an annual budget to enter into sponsor agreements with organisations. Council reserves the right not to expend the total amount of the allocated budget.

Assessment of Application

All sponsorships will be undertaken in accordance with Council's policies and legislative requirements and to the mutual benefit of both parties. When Council determines applications for sponsorship, it will do so in a professional and coordinated manner that will withstand scrutiny.

Sponsorship Eligibility

Sponsorship is provided in exchange for a negotiated mutual benefit that meets Council's strategic goals and objectives including benefit to the George Town community and encouragement of community involvement.

Organisations requesting a sponsorship arrangement with Council will

- Be incorporated not for profit, or auspiced by an incorporated organisation;
- Have public liability insurance of \$20,000,000 demonstrated by the provision of a Certificate of Currency; and
- Have completed the appropriate sponsorship application process.

Assistance will not be provided for:

- Events which have already commenced or are completed
- Events which have already received financial support from the Council in the same financial year
- Core administrative costs
- General operating expenses or ongoing costs
- Individuals
- Events that are primarily for individual or commercial profit
- Events held external to and not for the benefit of the George Town municipality
- Council reserves the right not to process an application where an organisation has not met its obligations under a previous funding agreement, such as the provision of a statement of income and expenditure

Assessment Criteria

Applications may not be considered unless the following requirements are met:

- Community benefit must be the primary purpose of the event
- Event is held within the George Town municipality
- Event aligns with Council's strategic plan
- A detailed budget must be included with the application
- A risk management plan for the event, program or project must be included with the application

Specific Assessment Criteria

- Alignment with Council's strategic goals as identified in Council's Strategic Plan
- Demonstration of clear and attainable objectives and outcomes including economic and/or social benefit to the George Town community
- Capacity to deliver based on well-organised and structured management, planning relevant to the scale of the event, program or project, and a realistic budget which includes evidence of other financial support (eg fundraising, use of volunteers, in kind support etc)
- Extent to which the event, program or project is innovative, strategic or creative in achieving the stated objectives, reaching its targeted audience and/or addresses an identified need in the community
- Evidence of strong community support for the event, program or project (eg letters of support)

Assessment Process

The Assessment process will include

- Review of the application to ensure the requirements in the Guidelines have been met
- Final decision to be made by Council, subject to the budget available.
- All applicants will be advised of the result of their submission no later than two weeks following Council's determination.

Documentation

- All submissions must be submitted on the George Town Council Minor Community Events, Programs and Projects Sponsorship Fund application form and can be delivered to the Council office or emailed to council@georgetown.tas.gov.au
- Applications must provide a financial statement/current balance sheet for the organisation
- Applicants must provide an event budget
- Applicants must provide a risk management plan for the event, program or project
- Applicants will be required to sign a funding agreement which will detail acknowledgement of Council and reporting requirements.

Applicants are encouraged to provide as much information about the proposed sponsorship as possible and should supplement or expand on the Application Form as need be.

Acquittal

Successful applicants must provide a final report to the General Manager within thirty days of event completion.

The report must include the following:

- audited accounts;
- evidence of how Council was acknowledged during the event, benefits to George Town Council, and how outcomes of the event, project or program were met.
- formal advice of funds not spent (funds not expended for the purpose outlined in the application should be returned to Council).