



Title	Event Sponsorship Policy
Category	Council Policy
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Owner	Community & Cultural Development
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Endorsed by	General Manager via recommendation ELT 13/8/18
Approved by	<Insert person or group that approved the policy>
Effective date	<Insert effective date>
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Keywords	Events, sponsorship, in-kind

Disclaimer

Please note that this policy may not be current as Snowy Valleys Council (Council) regularly reviews and updates its policies and procedures. The latest controlled version can be found in Council's Records Management System or contact Council's Coordinator Governance and Risk on policy@snowyvalleys.nsw.gov.au for a hard copy of the latest version. **A hard copy of this electronic document is uncontrolled.**

Where there is a delegation identified in this policy, the reader will need to confirm if an alternative delegation exists in the Delegations Register. To the extent that there is any conflict perceived between the delegation/s identified in this policy and of those contained in the Delegations Register, then the delegation/s in the Delegations Register takes precedence. The General Manager will, if necessary, be the sole arbiter in resolving any issues of conflict.

1 PURPOSE

Snowy Valleys Council (SVC) is committed to supporting the staging of quality events that reflect a vibrant community in the Council area.

The aim of this policy is to provide consistent, robust guidelines outlining the support SVC can provide to events staged in the SVC Local Government Area (LGA).

The objective of Council's funding program is to provide different levels of assistance for events that benefit SVC by continuing to support new or not well established events up to a maximum of three years.

Events with sustainability have some elements in common: they are usually annual, they require a level of demonstrated community support; and they have a timely fit in the local or regional events calendar.

2 SCOPE AND APPLICATION

This policy applies to all events staged in the SVC LGA that are requesting event sponsorship either monetary or in-kind.

This policy applies to all Applications for Event Sponsorship for both new and existing events.

Council officials must comply with this policy and ensure consistent and transparent decisions are made regarding community resources.

3 DEFINITIONS

Council Officials:	Are councillors, administrators, members of staff, independent conduct reviewers, members of council committees including the conduct review committee and delegates of the Council
Monetary Sponsorship:	Sponsorship relating to giving money and receiving recognition for this sponsorship in return
In-Kind Sponsorship:	Sponsorship paid or given in goods, or services instead of money and receiving recognition for this sponsorship in return
Community Events:	Are organised, funded and delivered by the community for the community without Council involvement. These events will continue to exist with or without Council support. Indeed some groups may not be interested in any Council support.
Community Driven Events with Council Support:	Are events organised and delivered by the community. Council may choose to provide resources, financial support, promotional support or other support on a case by case basis where the event clearly delivers positive outcomes that align with the Community Strategic Plan, Council's Delivery Program and Operational Plan, the Economic Development Strategy or the Destination Management Plan. This includes events that provide an opportunity for Council to interact with its various stakeholder and community groups that may otherwise be difficult to access.
Council Events:	Are events that are organised, funded and delivered by Council for the community to deliver on the strategies and commitments in the Community Strategic Plan, Council's Delivery Program and Operational Plan, the Economic Development Strategy or the Destination Management Plan. Council delivers these events to provide positive outcomes for the community. Examples include Australia Day, NAIDOC Week.
Business Events:	Are events coordinated and delivered by the business community and may include seminars, conferences and workshops. Business events

are important to Councils economic prosperity. Council may choose to provide resources, financial support, promotional support or other support on a case by case basis where the event clearly delivers positive outcomes that align with the Community Strategic Plan, Council's Delivery Program and Operational Plan, the Economic Development Strategy or the Destination Management Plan.

Tourism Events: An event that has the ability to attract visitors from out of the region and encourage their length of stay by enhancing the quality of their experience. A tourism event will have a target market with relevance to the strategic themes outlined in SVC's DMP and will contribute to the branding and reputation of SVC as a destination.

Flagship Events: Council may consider ongoing sponsorship for flagship events. Flagship events may be defined as events that are consistent with the key criteria of Destination NSW's Flagship Event definition. These are events that:

- Define the character and culture of their local area.
- Attract overnight visitation from outside the event's Local Government Area.
- Have a well-developed marketing plan aimed at delivering incremental audience growth with defined target audiences and measurable objectives.
- Demonstrate clear strategies for measuring and evaluating visitation and the visitor experience.

4 CONTENT

4.1 PRINCIPLES

Council may provide support to events through, but not limited to:

- Financial contributions including grants and sponsorship.
- In-kind support including the waiving of fees and charges, traffic control, road closures, event site preparation, garbage services, toilet servicing, and staff time.
- Promotional support through Council publications or other marketing initiatives such as digital marketing.
- Dissemination of information to relevant media outlets.
- Advice on the staging of events.
- Training and development of event organisers.
- Resources, including physical and human, where available.
- Assistance with bidding to host events in the region.

Benefits to Council and the community may include:

- Improved cultural richness and diversity.
- Increased external profile and appeal of the region and its communities.
- Community cohesion through participation and sharing.
- Economic benefits to the region through visitation and external promotion.
- Recognition of Councils support of events and the community.

Snowy Valleys Council will not provide event sponsorship for:

- Events that do not align with the strategic priorities of the Integrated Planning & Reporting documents of the Snowy Valleys Council local government area

- Events that directly contravene existing Council policies
- Activities that could be perceived as benefiting a political party or party political campaign
- Religious activities or events staged by religious groups
- Regular (such as weekly or monthly) community events such as markets, bazaars, local sports meets (home/away games, local tournaments), club gatherings (RSL, Rotary, Chambers of Commerce etc.), classes and workshops.

Council will set aside an amount each year in its budget for in-kind/cash sponsorship of events.

- a) Monetary or in-kind sponsorship for events will be determined based on the merit of an individual request and its benefit to the community. See section 4.3 below for sponsorship criteria. This support is available through the following avenues:
 - i. Following the Events Sponsorship Procedure and applying through the defined process.
 - ii. Applying through the Snowy Valleys Council Grants programs which are advertised annually.
- b) Events can seek assistance through both support streams; however the same project/activity will not be funded twice in the same financial year.
- c) Council support of events is conditional on the agreement that recognition of Council's support is publicly provided by any organisation receiving assistance for their event. Written agreements will be generated where appropriate, and in any case where financial support is provided.
- d) Ongoing Council support cannot be assumed or guaranteed from year to year.
- e) Provision of council resources to event organisers may be subject to a nominal fee or security deposit as depicted in the Council Fees and Charges Schedule and will be advised at the time of booking.

4.2 FUNDING SUPPORT CATEGORIES

4.2.1 Incubator Events

Supports the establishment of new events.

SVC may offer seed funding to events in the LGC to support their first three years of activity. The aim of this funding is to support innovative events that demonstrate sound organisational planning, have a unique alignment with the character and culture of the local region and which can demonstrate a broad appeal likely to promote tourism and attract overnight visitation.

Start up events seeking seed sponsorship must have a clear event plan detailing the event structure, operational processes and risk management. The event requires a well-structured and organised event management committee with appropriate skills to deliver and market the event.

Start up cash/in-kind sponsorship will be provided for the first year of an event.

Applications in subsequent years will only be successful where a formal report has been provided regarding the previous year's event. The report will include a financial statement and an evaluation of the event in terms of how it addressed the funding criteria.

Funding will not usually be provided beyond a three year period, unless the event has received 'flagship event' status as per the definition in this policy.

4.2.2 Flagship Events

Council may consider recurrent cash or in-kind sponsorship for flagship events as defined in the policy definitions above for up to 3 years.

4.2.2 Community-driven events with Council support

Sponsorship (in-kind or cash) will be considered for community events that address strategic priorities outlined in Council's Integrated Planning and Reporting suite of documents.

Cash and/or in-kind sponsorships may be granted to events of cultural significance where these events can show:

- Demonstrated strength of community support
- Demonstrated partnership with other local groups and/or businesses
- They support high need areas of the community through participation
- They encourage greater use of existing facilities
- Benefit a wide range of the community. For example, an event which celebrates or promotes cultural or natural landmarks, or celebrates a national event with a local focus.

4.3 EVENT SPONSORSHIP FUNDING CRITERIA

To be considered for Council sponsorship (cash or in-kind), the following criteria will form the basis of each assessment. The event will not necessarily have to meet all criteria to be successful

- Alignment with SVC Integrated Planning & Reporting strategic documents, including the SVC Destination Management Plan if relevant.
- Have a well-structured and organised event management committee or company with access to operational and marketing expertise and the ability to handle issues such as public liability and insurance matters. The event must demonstrate that it has adequate public liability insurance and other relevant insurance cover.
- Have a capacity to grow and be sustainable without Council funding.
- Demonstrate sound financial management and the ability to budget appropriately.
- Have a defined target market.
- Ability to maximise economic and social benefits.
- Demonstrate community support
- Demonstrate evidence of attempting to gain funding from other sources e.g. sponsorship, event entry fees.
- Show the contribution of the organisation applying for the event through cash or in-kind (in-kind is a contribution of goods, commodities, or services instead of money).
- Meet all legislative codes and regulations.
- Work with events staff on the best method to promote the event.
- Demonstrate innovation and creativity in the event offering.

Previously successful applicants should not assume funding will always be granted.

5 RESPONSIBILITIES /ACCOUNTABILITIES

Coordinator Community and Cultural Development:	Formulation and review of this policy in consultation with relevant Council officers.
Council Officials:	Must comply with this policy and ensure consistent and transparent decisions are made.
Director Strategy, Community and Development:	Monitor allocations against applications to ensure budget allocation is not exceeded without further approval.

6 RELEVANT LEGISLATION

Section 356 of the Local Government Act

7 RELATED POLICIES/DOCUMENTS

Event Sponsorship Procedure SVC-ComDev-PR-022

8 RELATED FORMS

Application for Event Sponsorship SVC-ComDev-F-036

9 SUPERSEDING POLICY / PROCEDURE NUMBER AND TITLE

Nil

10 REVISION HISTORY

Date	Version Number	Activity log	Resolution Number	Resolution date
08.08.2018	0	New		

11 CONTACT OFFICER

Position: Coordinator Community and Cultural Development

Section: Community and Cultural Development