



Title	Event Sponsorship Procedure
Category	Administrative Procedure
Number & Version	SVC-ComDev-PR-022-01
Owner	Strategy, Community and Development
Status	Draft
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>
Due date for review	March 2019 4 yearly reviews
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

To identify how Snowy Valleys Council (SVC or Council) will process an *Application for Event Sponsorship*, from either a community group or organisation in the Snowy Valleys Council Local Government Area (LGA)

2 SCOPE AND APPLICATION

This procedure applies to community groups applying for sponsorship from Council, either monetary or in-kind. It outlines the procedure for applying for event sponsorship.

This procedure applies to all applications of sponsorship, both monetary and in-kind. Council officials must comply with this procedure and ensure consistent, equitable and transparent decisions are made regarding community resources.

3 DEFINITIONS

Council Officials:	councillors, administrators, members of staff, independent conduct reviewers, members of council committees including the conduct review committee and delegates of the council.
Monetary Sponsorship:	relating to giving money and receiving recognition for this sponsorship in return.
In-Kind Sponsorship:	paid or given in goods, or services instead of money and receiving recognition for this sponsorship in return.

4 CONTENT

Snowy Valleys Council has implemented an Events Sponsorship Policy to create opportunities for the establishment of new events and the growth of existing events within the Snowy Valleys community.

Festivals and events are valuable community building activities that provide an opportunity for the community to come together and celebrate life, spend time with friends and family and to build social cohesion through attendance, organising and volunteering. Events play an important role in attracting people to the Snowy Valleys Region, supporting local businesses, employment and tourism more broadly.

Council provides in-kind and monetary support to many events each year. Council will consider which organisations are eligible for event sponsorship. Council will set aside an amount each year in its budget for the provision of event sponsorship.

4.1 CRITERIA

Refer to Funding Criteria outlined in 4.3 Event Sponsorship Funding Criteria in SVC-ComDev-PO-038-01 Event Sponsorship Policy.

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

4.2 AMOUNTS

Applications for Events Sponsorship will be considered on a quarterly basis, assessed by an event sponsorship committee.

4.3 MONETARY DONATIONS

Monetary donations are intended to assist events in the Snowy Valleys community.

Eligibility

Applications will be accepted from not-for-profit community groups or organisation's, incorporated bodies or an individual auspiced (sponsored) by an incorporated body. The application must display direct benefit to the residents of Snowy Valleys LGA.

4.4 IN-KIND DONATIONS

Under Section 610E of the Act,

A council may waive payment of, or reduce, a fee (whether expressed as an actual or a maximum amount) in a particular case if the council is satisfied that the case falls within a category of hardship or any other category in respect of which the council has determined payment should be so waived or reduced.

Category – For Community Benefit

To be eligible for funding, an organisation must:

- Be not-for-profit;
- Be an incorporated body or be auspiced (sponsored) by an incorporated body;
- Offer an event in the Snowy Valleys LGA
- For the benefit of Snowy Valleys community
- Have no outstanding debts to Council
- Demonstrate the ability to manage and deliver events that do not become solely dependent on ongoing sponsorship from Council.

4.5 FORMAL WRITTEN APPLICATION

Any applications for events sponsorship will be considered after formal written application is received.

An application for sponsorship needs to include:

- An Application for Event Sponsorship (Monetary and In-Kind) Form
- Any other relevant documents including quotes etc.

The application must be lodged in one of the three following ways:

- In Person Tumbarumba Office: Bridge Street, Tumbarumba
 Tumut Office: 76 Capper St, Tumut
- Via Post Tumbarumba Office: PO Box 61, Tumbarumba, NSW 2653
 Tumut Office: 76 Capper St, Tumut, NSW 2720
- Via Email info@svc.nsw.gov.au

4.6 PROCESS

The following process applies to all Applications for Event Sponsorship:

Application

- The completed application will be addressed to the General Manager and lodged via the 3 methods above.

- Records Department register the application and task assign to the Coordinator Community and Cultural Development to action and the Director Strategy, Community and Development for information.

Assessment

- Coordinator Community and Cultural Development will ensure applications include all required information, then assess application based on criteria.
 - Applications up to \$3000 are at the discretion of the Coordinator, Community & Cultural Development. The Division Manager Strategy & Place will provide a second opinion if requested.
 - Applications above \$3000, a report will be drafted for the event sponsorship Panel.

Notification

- If approved, formal written approval will be provided to the event organiser.
- If denied, formal written notification will be provided to the event organiser with explanation.

Reporting

- All approvals for event sponsorship will need to be reported to the Finance Department

5 RESPONSIBILITIES /ACCOUNTABILITIES

Councillors Officials:	Must comply with this policy and ensure consistent and transparent decisions are made.
Mayor or Councillor Delegate	Will be Council representative member on the event sponsorship Panel.
Event Sponsorship Panel	The panel will consist of: Chair: Director of Strategy, Community and Development Voting Members: Mayor or Councillor Delegate 2 x Independent Members, as determined by Council Advisory Member: Coordinator Community & Cultural Development:
Coordinator Community & Cultural Development:	Will ensure all applications include all required information, application assessed based on criteria and recommendation provided. Responsible for the administering of the monetary and in-kind sponsorship for the events. Requests up to \$3000 are at the discretion of Coordinator, Community & Cultural Development. Monitor allocations against requests to ensure that the budget allocation is not exceeded without the further approval of Council. Will be an advisor to the event sponsorship Panel.
The Division Manager Strategy & Place	Provide a second opinion on applications of up to \$3,000 if requested by the Coordinator Community & Cultural Development
Records Department:	Will lodge all applications and task assign to the Director of Strategy, Community and Development, and the Coordinator Community and Cultural Development.

6 RELEVANT LEGISLATION

Local Government Act Section 610

7 RELATED POLICIES/DOCUMENTS

Event Sponsorship Policy SVC-ComDev-PO-038

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	1	New		

11 CONTACT OFFICER**Position:** Coordinator Community and Cultural Development**Section:** Community and Cultural Development