

City of Ipswich Event Sponsorships

Applicant guidelines



GUIDELINES

Event Sponsorship overview

The Event Sponsorship Program provides funding to support a range of event sponsorships and partnership opportunities for eligible community organisations and businesses to hold events that activate Ipswich City and generate benefits for our communities and businesses.

Through the Event Sponsorship Program, council aims to support events that celebrate, develop and engage the city's communities. Council recognises the important contribution events make to the economy and cultural ecosystem of the city.

The positive economic impact and interest in a community that a successful event can provide not only helps to build a sense of local pride but can also strengthen the community as a whole.

Council recognises that events are also key drivers for tourism visitation, growing the local areas capacity for destination brand identification, attracting business and new residents to the region and driving social and community sporting and recreation events.

Recipients

Event sponsorships are open to registered organisations and non-for-profit organisations that meet the eligibility criteria and do not fall within any of the exclusions.

Funding range

Financial support for event sponsorships includes:

- Category 1 events – \$1 – \$15,000
- Category 2 events – \$15,001 and over.

Funding available

The total funding available for event sponsorship is subject to variation, depending on council's annual budget allocation. No applicant can be guaranteed funding nor can any applicant be guaranteed to receive the full amount requested.

Timeframe

Funding applications to be submitted as follows:

- \$1 – \$15,000 – a minimum of three months in advance of the event
- \$15,001 and over – a minimum of six months in advance of the event.

Eligibility criteria

To be eligible for funding all applicants must:

- operate within the local government area and/or be able to demonstrate that the proposed project benefits the city's community and economy and has the ability to grow year on year
- demonstrate adequate consideration of any environmental impacts and benefits
- Incorporate (Ipswich) in the official name of the event and incorporated in the official event location tagline. (Some exceptions may apply)
- provide recognition and designation of Ipswich City Council as a 'Strategic Partner' of the event
- be a registered organisation with an ABN (or ACN) or a Not-for-Profit organisation. Council will not fund individuals
- have satisfactorily accounted to council for the expenditure of any previous council sponsorships or other council funding (as required)
- have no outstanding debts of any kind with Ipswich City Council
- hold an appropriate public liability insurance policy to cover staff, volunteers, members and general public as appropriate
- demonstrate that the event sponsorship will be used for a purpose in the public interest and in accordance with the Event Sponsorship policy
- demonstrate they are capable of delivering the proposed event
- be capable of obtaining all regulatory approvals for the Event
- be financially viable
- demonstrate commitment and initiatives taken by their organisation to improve environmental performance.

Exclusions

The following will not be funded:

- applications from individuals
- activities, events or programs occurring outside the City of Ipswich
- activities or events that directly contravene existing council policy
- activities with safety and/or environmental hazards
- requests seeking reimbursement for funds already spent

- general fundraising activities (unless it can be demonstrated that there is significant benefit for the city and community and it strongly aligns with the policy principles)
- requests associated with an organisation's operational expenses including insurances.

Expected program outcomes

Event projects can contribute to one or more of the following outcomes:

- increased recognition of Ipswich nationally and internationally as a major event city
- integrated bidding and securing of major events and business events by all levels of government and the not-for-profit and private sectors
- increased economic contribution from major events (measured primarily through visitor events, event patronage and visitor spend)
- capacity for businesses in the hospitality, retail, tourism and other event supporting sectors to benefit from and leverage event audiences
- increased number of high-quality creative and business events secured which contribute to a vibrant Ipswich event calendar
- increased business patronage and economic benefit to the city
- strengthened local business and community connection
- strengthened social cohesion and diverse communities
- support the attraction and maximisation of major events across the city
- enhance visitor experience through services, information and facilities
- deliver significant economic outcomes, increase patronage and overnight visitation to the city
- increase the uptake of business development opportunities
- foster the long term sustainability of the small business sector.

EVENT SPONSORSHIP FUNDING PRINCIPALS

The following five key principles are to be applied when determining event sponsorship arrangements in accordance with the Event Sponsorship policy:

Community Benefit

All event sponsorship activities must provide a specified cultural, social, environmental, financial or economic benefit to the community. Prior to entering into event sponsorship arrangements, an analysis of community benefit should be undertaken.

Alignment

All event sponsorship arrangements must align with council's aspirations, legislative requirements, priorities, strategic direction, and vision as documented in council's Corporate Plan, and be consistent with council's policies including the Councillor Code of Conduct and the Employee Code of Conduct.

Risk Management

Potential risks to council will be assessed prior to entering into event sponsorship arrangements. Some examples of the inherent risks in providing or receiving event sponsorship commonly include the following:

- conflicts of interest (actual or perceived)
- reputational risk to council
- direct or indirect personal benefits received by councillors or council officers
- perceptions of being influenced by the sponsor/ sponsorship recipient
- perceptions of endorsing the sponsor/sponsorship recipient's products/services.

Open, accountable decision-making and financial management

Event sponsorship will be sought and provided using transparent processes. All event sponsorship arrangements will be assessed in line with the *Local Government Act 2009* and *Local Government Regulations 2012* and council's financial policies and guidelines.

In the negotiation of event sponsorship and arrangements the commercial value of the arrangement must be clearly identified and acknowledged.

Entrepreneurship and economic benefit

Event sponsorship activities that present additional economic benefit for the city will be highly regarded.

Event Sponsorship Assessment Process

All event sponsorship applications will initially be assessed against the eligibility and exclusion criteria as detailed above. The assessment panel will then assess events sponsorship applications against funding priorities and the following assessment criteria:

1. Community Benefits (40% weighting)

- Are the aims and expected outcomes of the proposed event clearly identified?
- Does the event have the potential for a high level of community engagement through participation and attendance?
- Does the event have the potential to deliver economic benefit, either in the short, medium or long term, to the City of Ipswich?
- Will the event attract visitors from outside Ipswich?
- Will the event provide positive exposure to the City of Ipswich through attracting media attention or through engagement with community and business networks?
- Will the event increase recognition of Ipswich nationally and internationally as a major event city?
- Does the event compliment other events and/or fill a gap in the city's calendar of events, particularly "off peak" tourism seasons?
- Does the event lead to an increase in participation in community level sport, recreation or physical activity?

2. Organisational Capacity (35% weighting)

- Does the application support councils Corporate Plans and Strategies?
- Does the applicant present a strong marketing plan to promote the event and leverage audience attendance?
- Does the applicant demonstrate a successful track record of marketing, planning and delivering events of similar scale?
- Does the applicant provide data on past event attendees and economic impact?

- Is the application well planned and achievable within the allotted timeframe?
- Does the applicant have the expertise and capacity to successfully manage and evaluate the event?
- Has the applicant developed other partnerships and collaborations to assist with the event?

3. Financial Viability (25% weighting)

- Does the proposed budget accurately reflect the scope and scale of the application?
- Have other funding sources been secured and/or identified?
- Have the resources that are required to deliver the event been clearly identified?
- Is the application financially viable and does it demonstrate sound management?
- Is there evidence that the event will become sustainable beyond the period of council's core funding period of one year and that reliance on council support will diminish?

Ethics Framework

Ipswich City Council will not support any activities, entities, or individuals associated with entities, that are considered to:

- discriminate, or encourage discriminatory behaviour, including discrimination on the basis of age, disability, race, religion, sex and/or sexual orientation
- contribute to, or advocate for the infringement of human rights
- demonstrate behaviour that does not align to council's strategic intent for the city and community of Ipswich
- pollute land, air or water, or otherwise damage the natural environment
- market, promote or advertise products or services in a misleading or deceitful manner
- produce, promote or distribute products or services likely to be harmful to the community
- entice people into financial over-commitment
- exploit people through the payment of below-award wages or poor working conditions
- represent or reputational risk for Ipswich City Council to partner with or support, or be seen to partner with or support.

Sponsorship Funding Approval Process

Successful Category 1 event sponsorship applications are approved by the General Manager (Community, Cultural and Economic Development).

Successful Category 2 event sponsorship applications are approved by council at a designated council meeting.

Terms and Conditions that apply to successful applicants

All successful applicants will receive the approved funding from council subject to the following terms and conditions:

- The applicant will be required to become a signatory to a standard Event Sponsorship Agreement which details all event sponsorship conditions and agreed performance outcomes/measures. This must be signed before event sponsorship funds are issued
- The applicant acknowledges Ipswich City Council in any promotional material or publicity features
- The applicant is required to provide an evaluation report on completion of the event
- Applicants are required to provide an expenditure budget or an audited statement at the completion of the event sponsorship period. If council's event sponsorship funds are not spent, all remaining funds must be returned to council
- Council may make funding conditional on other specific conditions being met.

How to apply

Complete and submit the online Event Sponsorship Application Form.

Once the application is submitted, applicants will receive an electronic confirmation notice.

Applicants will be notified via email of the outcome of their application.

Sponsorship Evaluation and Acquittal

Successful applicants must provide a final acquittal report to council within the timeframe specified in the Event Sponsorship Agreement.

The information required will be specified in the Event Sponsorship Agreement and will include:

- final accounts (audited, if appropriate) including formal advice of funds not spent (funds not expended for the purpose outlined in the application must be returned to council)
- evidence of how council was acknowledged during the event
- an assessment of the benefits realised against the benefits anticipated or estimated in the application form
- where events are ticketed, details of the number of tickets sold and the origin and demographic information of attendees
- where possible, further information obtained through surveys including length of visitor stay and spend and any measured economic impact on the City
- an overview of media coverage and photographs and images of the event
- copies of marketing and promotional materials.

Further information

Information about events sponsorship is available at ipswich.qld.gov.au/community/grants_sponsorships/event_sponsorship

If you require additional assistance please contact us on (07) 3810 6628.




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