

# Special Event Sponsorship Guidelines

This document provides advice on eligibility, available funding, assessment criteria and processes associated with the City of Launceston Special Event Sponsorship program. Your application must comply with all specified guidelines.

Before completing an application, we suggest you discuss your event with our Grants and Sponsorship Officer to determine your eligibility for funding.

Grants and Sponsorship Officer, Liveable Communities

T 03 6323 3351

E [grants.sponsorship@launceston.tas.gov.au](mailto:grants.sponsorship@launceston.tas.gov.au)

## Overview

A 'Special Event' is defined as an irregular or one-off event that has the ability to attract significant attendees from local, state and interstate areas. Events will deliver an inclusive experience, encouraging community participation, creativity, and fostering pride and a sense of place. They will also deliver tourism and economic returns to the Launceston community, building our profile and reputation as a great place to live, visit and invest.

## Who can apply?

Incorporated associations, cooperatives, proprietary or public companies and trusts.

Unincorporated associations may apply if they that enter into an auspicing agreement with an incorporated organisation.

You must have an Australian Business Number (ABN) or provide a completed Statement by a Supplier form. If entering into an auspicing arrangement, you must include a letter of confirmation from the auspicing body. Council reserves the right to contact the auspicing organisation to confirm the auspicing arrangement.

## Who can't apply?

Individuals, universities, and federal, state and local government agencies and bodies (including Government Business Enterprises, schools and school agencies e.g. parents and friends associations).

Applicants who have not met the conditions of a previous City of Launceston grant or sponsorship, e.g. not provided an acquittal report within the required timeframe. Applicants that have a long term outstanding debt to the City of Launceston.

## Funding Available

Applications can be made for Special Event funding **for up to \$30,000**.

Funding available for any given financial year is allocated by Council decision. Funding will be available until the budget allocation has been exhausted within that given financial year.

## Assessment Criteria

Applications for sponsorship will be scored and assessed based on your answers to questions aligned to the following criteria.

- **Participation** - Enables social connections to take place within the community, including volunteering and participation opportunities.
- **Creativity and Innovation** - Encourages and supports creativity, innovation and local talent.
- **Community Spirit** - Build community spirit, fosters pride and a sense of place.
- **Economic** - Demonstrates positive economic benefits through visitor spend, employment and/or investment.
- **Tourism and profile** - Demonstrates positive tourism benefits, through the promotion of Launceston and the region, building our profile and reputation.
- **Asset Usage** - Utilisation and activation of community assets including cultural, entertainment, sport and recreation venues, including Council owned and operated assets.

## Funding Limitations

### Where the City of Launceston will not provide funding assistance:

- Events held entirely outside the Launceston City municipality.
- Galas, balls, luncheons and cocktail parties.
- Markets, exhibitions, expos and events that primarily showcase stall holders to demonstrate, promote or sell services or products.
- Professional development activities, including delegated/membership conferences and seminars. (See the City of Launceston Conference, Conventions and Championship Incentives Program for funding opportunities in this area).
- Events where the primary focus is to raise funds for an organisation/individual.
- Events already receiving funding from another City of Launceston funding program e.g. grant.
- Events that have commenced or completed.
- Ongoing administration costs which are not related to the event.
- Ongoing plant and equipment costs which are not related to the delivery of the event e.g. computers, office equipment.

## Application Process

To make an application for Special Event funding, contact the City of Launceston Grants and Sponsorship Officer, who will outline the application process.

Applications for Special Event funding will generally be considered by Council within six weeks of receipt of a formal application.

Your event sponsorship application will be made via a closed online process and will require the inclusion of the following information relating to your event:

- Business Plan including Marketing Plan and budget
- Project Plan
- Sponsorship Prospectus

Your application will not be accepted by mail, email or in hand written form.

## **Assessment Process**

The process of assessment for your application includes:

- All applications will be reviewed by the Grants and Sponsorship Officer to ensure eligibility and to ensure all relevant information has been provided.
- Applicants may be asked to provide additional information to assist with assessment.
- Applications will be assessed by the City of Launceston Events Sponsorship Assessment Panel. The panel is comprised of Councillors and external stakeholder representatives.
- Applications are assessed and scored on merit against the assessment criteria.
- The assessment score informs the Event Sponsorship Assessment Panel's recommendation to Council.
- All final decisions on applications are made by the Council and are subject to the available budget.

## **Sponsorship Funding Agreement**

If successful in receiving event sponsorship funding, a representative of your organisation (or if the event is auspiced, a representative of the auspicing body) will be required to sign a funding agreement that will detail sponsorship conditions.

It is the responsibility of your representative to ensure all conditions in the funding agreement are met. Any request to vary conditions must be negotiated prior to any agreement being signed. If you are unable to meet funding agreement conditions, Council reserves the right to decline future funding requests.

If your event details change or the event is cancelled, you must advise the Grants and Sponsorship Officer in writing as soon as possible. The City of Launceston reserves the right to reconsider any funding decision if variations to an event are made after your application has been assessed.

## **Release of Funds**

Once the funding agreement has been signed by the applicant and a Council representative and any pre-conditions have been met, 80% of the funding will be able to be released. The final 20% of funding will be able to be released when the reporting requirements (explained below) have been met.

## **Reporting**

Once your event is over, you'll need to complete an online acquittal form within 90 days. This will ask for actual event outcomes such as attendance numbers and financial details.

The City of Launceston reserves the right to request an independent audit if the financial information in your report is not sufficient. If you are unable to satisfactorily provide the reporting information required, you will be ineligible for future City of Launceston funding.

## **City of Launceston costs**

You should include City of Launceston associated costs for your event, (e.g. permits, licences) as part of the budget submitted with your application, however payment of such costs will be the responsibility of your organisation/group. No additional funding or assistance (including in-kind assistance) will be provided for your event, unless stated otherwise in additional Council policy. Any requests for civic functions must be made in writing to the City of Launceston Civic Affairs Coordinator and may incur costs to your organisation.

## Other Requirements COVID-19

Advice from Public Health Services is that a staged easing of restrictions should occur to monitor the transmission risk of COVID-19. This includes a gradual increase in gathering numbers. Restrictions on gatherings remain in place in Tasmania to guide Tasmanians through a staged process on the road to recovery.

It is important to be aware of and follow current restrictions to reduce the risk of further outbreaks of COVID-19. For the most up to date information regarding social distancing and hygiene obligations for public gatherings please visit <https://www.coronavirus.tas.gov.au/>.

## Permits & Licences

You must ensure you obtain all permits/licences (relevant to the particular event) within required timeframes (e.g. road closures, temporary occupancy permits, liquor licence). It is your responsibility to ensure you have fully disclosed all details of your event in order to obtain the necessary permits.

You may be required to provide a risk management plan:

- If the event is to be held on land or in facilities owned or controlled by the City of Launceston and/or
- If the event requires a place of assembly licence

In all situations where a place of assembly licence is required under the *Public Health Act 1997* your event must be smoke free. If your event is held within City of Launceston public spaces, Council policy encourages your event to be smoke free.

The City of Launceston encourages sustainable waste management and environmentally sustainable practices for events. You will be required to provide a Waste Management Plan, this will be requested after the Sponsorship Funding Application process.

Please contact the City of Launceston Events Facilitation Officer who can provide guidance with what permits/licences are required for your event.

Events Facilitation Officer, Liveable Communities  
T 03 6323 3380  
E [events.enquiries@launceston.tas.gov.au](mailto:events.enquiries@launceston.tas.gov.au)

## Sponsorship Conditions

Below are City of Launceston benefits specific to Special Event funding.

### Base Acknowledgement

Should include (but is not limited to) the following:

- The City of Launceston logo is to be displayed on all event printed material and on the event website with a link to the City of Launceston website
- The City of Launceston is to be recognised on all event social media platforms

- Prominent display on City of Launceston signage at the event (signage is available for use and collection from the Town Hall)
- The City of Launceston is to be acknowledged in event media releases and verbally at the launch or opening
- An invitation for the Mayor and his/her partner to attend the main event activity eg opening night event
- A full page City of Launceston advertisement is to be placed in an event program (online and/or print programs). Artwork supplied by the City of Launceston

### Additional expected benefits to City of Launceston (up to \$20,000)

The following benefits are also expected, however we are aware you may have a more effective way of helping the City of Launceston achieve its outcomes. If there is a benefit below that you are unable to achieve and can be replaced by a new initiative, please contact the Grants and Sponsorship Officer so we can tailor our sponsorship with you.

*Benefits to the City of Launceston are negotiable to reflect Event Strategy outcomes and alignment with the event prospectus.*

Sponsorship Level Recognition	City of Launceston logo to be included within the appropriate sponsor hierarchy at the appropriate category level.
Media Opportunities	The opportunity to provide a Mayoral welcome message or to reinforce your messaging through local media, national media or specific media outlets targeted to your audience e.g. a magazine or publication.  The opportunity for the Mayor to speak at the event launch, and/or opening of the event.
Digital Assets	A menu link on your website to the Northern Tasmania website, including Launceston specific tourism information and imagery (City of Launceston to provide).
Community Inclusion	Identify opportunities to enable participation from community members/groups that may have limited access to the event.

### **Additional expected benefits to City of Launceston for events above \$20,000**

If you are seeking funding support above \$20,000 you will be asked via the application process to highlight further benefits to the City of Launceston for the additional funding investment.

### **Required Ticket Allocation**

- Aldermen and partner attendance (up to 24 tickets/entries or invitations)
- City of Launceston discretionary distribution (up to 12 tickets/entries invitations)

If the event is a multi-day event (e.g. a festival including many individual event components), please contact the Grants and Sponsorship Officer to discuss the tickets/entries for the event.

## Information required in acquittal form

- Estimation of the number of local, intrastate, interstate and international attendees/participants
- Number of volunteers and/or staff involved in the event
- Total length of visitor stay
- Numbers of local businesses used
- Audience reach on social media and the inclusion of any media stories
- Any notable achievements relating to the event
- Summary addressing how the City of Launceston sponsorship conditions were met in relation to acknowledgement and tickets/entry to the event.
- Statement of income and expenditure for the event
- Patron survey:
  - Postcode
  - How did you find out about the event?
  - If you don't live locally, what was the primary purpose of your visit?
  - Did you stay in paid accommodation? - if yes, how many nights?
  - Would you attend the event if held again in the future?
- Four high resolution images that capture the most unique parts of your event for City of Launceston to utilise for future marketing purposes. Images will be credited. (*provision of images is optional*)

Any additional requirements will be listed in the funding agreement.

***PURPOSE***

A guide to Council Major Event Sponsorship Program.

***SCOPE***

Applies to individuals or organisations seeking Council sponsorship for events.

***RELATED POLICIES & PROCEDURES***

05-PI-012 Events Sponsorship Policy