

# Small Event Sponsorship Guidelines

## Introduction

This document provides advice on eligibility, available funding, assessment criteria and processes associated with the City of Launceston Small 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  
Community and Economic Development  
T 03 6323 3000  
E [Contactus@launceston.tas.gov.au](mailto:Contactus@launceston.tas.gov.au)

## Overview

Funding is available for small community events held in the City of Launceston municipality where the local community is the main audience. These events will deliver an inclusive experience, encouraging community participation, creativity and will build community spirit, foster pride and a sense of place.

## Who can apply?

Incorporated associations, cooperatives, proprietary or public companies, trusts, partnerships and sole traders. Unincorporated organisations may apply if they enter into an auspicing agreement with an incorporated organisation.

You must have an Australian Business Number (ABN) or have a written 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, 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 who have a long term outstanding debt to the City of Launceston.

## Funding Available

Applications for sponsorship can be made for up to \$5,000 (+GST if applicable).

There are two funding rounds per financial year. Round one covers a five month period and is allocated 40% of the annual budget. Round two covers a seven month period and is allocated 60% of the annual budget. Any budgeted funds remaining from the first funding round will be allocated to the remaining funding round within the same financial year.

Applicants who meet eligibility and assessment criteria are not guaranteed funding as often more funding applications are received than can be supported. The success of an application is determined by its merits against the assessment criteria and in competition with other submissions.

## 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** - Builds community spirit, fosters pride and a sense of place.
- **Inclusiveness** - Inclusive and accessible to residents within our community.
- **Asset Usage** - Utilisation and activation of community facilities including cultural, entertainment, sport and recreation venues, including Council owned and managed facilities.
- **\*New Events** - Demonstrate strategies for sustainability and a vision for growth.  
*\*Note: To encourage new annual events (events that have not been held in the City of Launceston municipality previously) there will be an additional question in the application. Answers to the question will be assessed and will enable bonus points to be awarded.*

## Funding Limitations

### Where Council will not provide assistance:

- Events held entirely outside the City of Launceston municipality;
- Galas, balls, luncheons and cocktail parties.
- Markets, exhibitions, expos and events that primarily showcase businesses/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 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

The timeframe for the event sponsorship application process:

Round	Applications Open	Applications Close	Applications Assessed	Council Decision
Round 1 (events 1 August - 31 December)	1 February	15 March	April	May
Round 2 (events 1 January - 31 July)	1 May	15 June	July	September

Each funding round will be publicly advertised through local media and direct electronic mail. Please contact the Grants and Sponsorship Officer if you would like to receive these emails.

Information sessions providing advice and guidance on the application process, will be offered and advertised widely.

Your event sponsorship application is to be made via the City of Launceston website and will require the inclusion of the following information relating to your event:

- Budget
- Project Plan

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

## Assessment Process

- 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.
- Eligible 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 Council and are subject to the budget available.

## 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 the 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 the agreement being signed. If you are unable to meet the sponsorship conditions in the funding agreement, 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 will 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 required reporting information, you will be ineligible for future City of Launceston funding.

## **City of Launceston costs**

You should include City of Launceston costs for your event (e.g. permits, licences) as part of the budget submitted with your application. Payment of these costs will be the responsibility of your organisation/group. No additional funding or assistance (including in-kind assistance, gifts etc.) will be provided, 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**

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
- should the event require 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. Even if your event does not require a place of assembly licence and particularly 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 events to undertake environmentally sustainable and zero waste practices.

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  
Community and Economic Development  
T 03 6323 3000  
E [Events.Enquiries@launceston.tas.gov.au](mailto:Events.Enquiries@launceston.tas.gov.au)

## Sponsorship Conditions

Below are City of Launceston benefits specific to Small 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.
- City of Launceston is to be recognised on all event social media platforms.
- Prominent display of City of Launceston Sponsorship signage at the event (signage is available for use and collection from the Town Hall).
- The City of Launceston is to be acknowledged in the 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 e.g. opening night event.

### Additional Benefits (but not essential)

Sponsorship level recognition	City of Launceston logo included within the appropriate sponsorship hierarchy at the appropriate category level.
Media Opportunities	The opportunity for the Mayor to speak at the event launch, and or opening of the event.

### Required Ticket Allocation

- Councillor attendance (up to 12 tickets/entries or invitations).
- City of Launceston discretionary distribution (up to 8 tickets/entries or invitations).

### Information required in the acquittal report

- Number of attendees/participants.
- Number of volunteers/staff involved in the event.
- Statement of income and expenditure for the event.
- Event summary including any notable achievements, future improvements, media stories and/or social media successes.
- Summary addressing how the City of Launceston sponsorship conditions were met in relation to acknowledgement and tickets/entries to the event.
- One high resolution image that captures the most unique parts of the event, for the City of Launceston to utilise for marketing purposes. Images used will be credited. *(provision of images is optional)*