

Start-up Event Sponsorship Guidelines

This document provides advice on eligibility, available funding, assessment criteria and processes associated with the City of Launceston Start-up 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

Overview

Funding will be provided to encourage new annual events (or a significant new or changed element of an event) held in the Launceston municipality, where the local community is the main audience. These events will deliver an inclusive experience, encouraging community participation, creativity, and build community spirit, foster pride and a sense of place. They will have a vision to develop and grow into a major event delivering 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 and cooperatives, proprietary or public companies, not-for-profit organisations and unincorporated groups or organisations that 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 written letter of confirmation from the auspicing body outlining their support for your event. Council reserves the right to contact the auspicing organisation to confirm the support.

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).

Funding Available

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

There are two funding rounds per financial year and the funding allocation will be determined by Council. Round one covers a five month period and will be allocated 40% of the annual budget. Round two covers a seven month period and 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 we can receive more funding applications than we can support. The success of an application is determined by its merits against the assessment criteria below and in competition with other submissions.

Assessment Criteria

Applications for sponsorship will be scored and assessed based on your answers to questions in the sections 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
- **Development** - Demonstrates a vision for growth and sustainability
- **Asset Usage** - Utilisation and activation of community facilities including cultural, entertainment, sport and recreation venues, including Council owned and managed facilities

Funding Limitations

Where Council 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).
- The event is not new, or a significant new or changed element of an event. (Discuss with Grants and Sponsorship Officer to seek clarification on eligibility).
- Organisations/groups with long term outstanding debt to the City of Launceston.
- 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 apply for Start-up funding, you must apply via the Small Events Sponsorship Program. 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 as well as marketing your event, will be offered throughout the year 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

The process of assessment for your application includes:

- Your online event sponsorship application will be reviewed by the Grants and Sponsorship Officer to ensure all relevant information has been received.
- Your application will be assessed by the City of Launceston Events Sponsorship Assessment Panel, which operates under a Council endorsed Terms of Reference.
- The panel will assess your application on its merit, against the assessment criteria and will be scored and assessed according to the criteria.
- You may be asked to provide additional information to the Grants and Sponsorship Officer to assist with the assessment of your application.
- Once assessment has taken place, your scoring outcome informs the panel's recommendation to the City of Launceston Council.
- All final decisions on your event sponsorship funding application will be made by the Council and are subject to the budget available.

Sponsorship Funding Agreement

If successful in receiving event sponsorship funding, you will be required to sign a funding agreement which will detail conditions.

It is the responsibility of your authorised officer to ensure all conditions contained within a funding agreement are met. Any request to vary conditions must be negotiated prior to any agreement

being signed. If you are unable to meet obligations under 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 promptly 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.

Reporting

Once your event is finished, 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 may 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, gifts etc.) 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

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.

Please contact City of Launceston Events Facilitation Officer who can provide guidance and assistance to you for your event.

Events Facilitation Officer
Community and Economic Development
T 03 6323 3000
E events@launceston.tas.gov.au

Sponsorship Conditions

Below are City of Launceston benefits specific to Start-up 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 (if available), with a link to the City of Launceston website.
- City of Launceston is to be recognised on all event social media platforms (if available).
- Prominent display of City of Launceston signage at the event (signage will be made available for 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 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

- Aldermen attendance (up to 12 tickets)
- City of Launceston discretionary distribution (up to 8 tickets, entries/registrations or invitations) includes CoL Media entry and promotional giveaways.

Information required in acquittal form

- Number of attendees/participants.
- Number of volunteers/staff involved in the event.
- Statement of income and expenditure for the event, signed by, the treasurer, auditor or accountant.
- Event summary including any notable achievements, media stories and or social media successes.
- One high resolution image that captures the most unique parts of your event for City of Launceston to utilise for future marketing purposes. Images utilised will be credited.