



City of Launceston
Event Sponsorship
2019 Overview

Events deliver a range of positive benefits to the City of Launceston. By encouraging audience participation and creativity, events foster pride and positivity in our city. They can also deliver economic and tourism benefits, building our profile and reputation as a great place to live, visit and invest.

The City of Launceston recognises the benefits events provide to our city and offers funding support through the Event Sponsorship Program.

The Event Sponsorship Program aligns with the City of Launceston Events Strategy 2016–2019, and provides the framework to guide funding support to events delivering community, social, cultural, tourism and economic benefits to the Launceston community.

Event Application Advice and Support

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.

Prior to completing an application, it is recommended you discuss your event with the Grants and Sponsorship Officer to determine your eligibility.

Event Sponsorship Guidelines are available for each funding category and outline eligibility, sponsorship criteria as well as application and assessment processes. Your application must comply with all specified guidelines and these are available at www.launceston.tas.gov.au or by contacting the Grants & Sponsorship Officer.

Funding Rounds

Dates for the two funding rounds per year are as follows:

Round 1 (Events held between 1 August–31 December)

Applications open 1 February, close 15 March

Round 2 (Events held between 1 January–31 July)

Applications open 1 May, close 15 June

Contact

Grants & Sponsorship Officer
Community & Economic Development

T 03 6323 3000

E contactus@launceston.tas.gov.au

Event Sponsorship Categories

	Event type / objective	Sponsorship amount	Audience focus	Funding rounds
Small Events	Small community events that provide an inclusive experience, encourage community participation, creativity, foster pride, build community spirit and a sense of place.	up to \$5,000	Local	Two per year
Major Events Level 1	Major events that provide an inclusive experience, encourage community participation, creativity, foster pride, build community spirit and a sense of place. They will also deliver tourism and economic returns to the Launceston community.	\$5,001 – \$12,500	Local and intrastate	Two per year
Major Events Level 2	Major events that provide an inclusive experience, encourage community participation and creativity. They will also deliver tourism and economic returns to the Launceston community.	\$12,500 – \$20,000	Local, intrastate, interstate and/or international	Two per year
Signature Events	Small and major events that provide unique, memorable, inclusive experiences, that encourage community participation and creativity. Major events will also deliver significant tourism and economic returns to the Launceston community and will operate under multi-year strategic and marketing plans and epitomise best practice in event delivery.	By invitation and subject to application	Local, intrastate, interstate and/or international	Every three years (commenced 2017)
New Year's Eve Event Sponsorship	Launceston's primary New Year's Eve event that will provide an inclusive experience, encourage community participation and creativity. The event may also deliver tourism and economic returns to the Launceston community.	Amount allocated by Council	Local, intrastate	Every three years (commenced 2017)
Special Event Sponsorship	Irregular or one-off major events, that provide an inclusive experience, encourage community participation, creativity, foster pride, build community spirit and a sense of place. Events that will deliver significant tourism and economic returns to the Launceston community.	Up to \$30,000	Local, intrastate, interstate and/or international	Ongoing

**We've
proudly
supported:**

Australian Monaro Nationals

BMX Australia National
Series Round

Brixhibition

Carols by Candlelight

Chilli Skyfire

City Park Lantern Walk

Festivale

Harmony Day

Junction Arts Festival

Laughs of Launnie

Launceston Cup

Launceston Cycling Festival

Party in the Paddock

Relay for Life

Strictly Ballroom

Symphony Under the Stars

Tamar Valley Peace Festival

The Tasmanian Breath
of Fresh Air Film Festival

Tasmanian Open
DanceSport Championship

and many more ...