

# CABONNE SPONSORSHIP PROGRAM



## GUIDELINES

BEFORE COMPLETING THE APPLICATION, YOU MUST READ THE SPONSORSHIP GUIDELINES. APPLICATIONS THAT DON'T COMPLY WITH THE CONDITIONS STATED IN THE GUIDELINES OR APPLICATIONS THAT ARE INCOMPLETE WILL NOT BE CONSIDERED.

Events provide us with points of celebration and opportunities for participation that takes us beyond everyday experiences. They connect communities, attract visitors, and provide insight into the Cabonne area.

A variety of creative and unique event formats presents the opportunity to attract visitation from outside Cabonne and contribute to the economic, social, and cultural framework of our region. A balanced calendar of events offers visitors and residents a range of tourism, sporting, arts and celebratory activities that bring life, colour, vitality and community engagement to the area and surrounding regions.

### AIM

The Aim of Cabonne Council's Sponsorship Program is to deliver benefit to the Cabonne community and economy through a range of strong and engaging events. The events must establish a mutually beneficial partnership between Council and the community, whilst being able to identify economic, social and cultural benefits to the Cabonne area.

### TYPES OF SPONSORSHIP

Events that are eligible to apply for Sponsorship will fall into one of the following three tiers. The tier is determined based on the amount sought, the level of return to Cabonne and Assessment Criteria.

Bronze	Silver	Gold
Bronze is for large events with a significant demonstrated economic benefit for the Cabonne Local Government Area; emerging events with the potential to deliver significant economic benefits; or large community events where Council has a low profile as a sponsor.	Silver is for large events with a significant demonstrated economic benefit for the Cabonne Local Government Area; emerging events with the potential to deliver significant economic benefits; or large community events where Council has a high profile as a sponsor.	Gold is for large events with a significant demonstrated economic benefit for the Cabonne Local Government Area. Where Council has the naming rights and/or is the major sponsor.

## KEY CRITERIA

- Must align with Council's Integrated Planning and Reporting Framework.
- Event must be able to provide evidence of their Public Liability Insurance of at least \$20M and all other required approvals.
- Must Identify economic, social and cultural benefits to the Cabonne Local Government Area.

## ASSESSMENT GUIDELINES

Events will need to demonstrate:

- Clear aims, process, and desired outcomes.
- The economic, social, and cultural benefit the event will bring to the Cabonne Local Government Area.
- The ability to deliver a safe and sustainable event.
- Clear marketing and communication plan.
- The current reach and impact of the event in the Cabonne Local Government Area and greater region.

Events will be assessed based on:

- The identified measurable economic, social, and cultural benefit the event will bring to the Cabonne Local Government Area.
- Its alignment with Councils objectives and values.
- Risk assessment, considering financial viability and guarantees, conflicts of interest, returns on investment, potential or adverse impact on the environment and potential risk to Councils reputation.
- History of the event.
- Estimated attendees and stay period to the Cabonne Local Government Area.
- Benefit list.

## INELIGIBLE

Council will not consider a Sponsorship Agreement for events or activities that:

- Are held outside the Cabonne, Orange and Blayney region and cannot demonstrate that they deliver economic, social, and cultural benefit to the Cabonne Local Government Area.
- Are considered a conflict of interest.
- Could present a hazard to the community or environment.
- Unreasonably exclude or offend some sections of community, particularly minority groups.
- Promotes gambling or smoking or are associated with the use of illicit substances or anti-social behaviour.
- Has any outstanding debts to Cabonne Council.
- Has not previously properly acquitted any previous sponsorship or grant funding to the satisfaction of Council.
- Has previously had their funding revoked.
- Have not previously complied with Development Consent, permits or other conditions of Council or failed to apply for the required Development Consent or permits or Council.
- Is proposed by a political organisation or are to be organised for political purposes.
- The event is in conflict with or accepts sponsorship from organisations that do not align to Council's vision, mission, and values.

- Will be used to fund business development, facility maintenance or the purchase of capital equipment.

## CONFIDENTIALITY

Information supplied by the applicant will be used for processing and assessing the application and will be treated as confidential to the extent permitted by the *Local Government Act 1993* and *Government Information (Public Access) Act 2009*.

## PRIVACY

Cabonne Council will collect and store the information you voluntarily provide to enable processing and assessment of Sponsorship. Any information provided will be stored on a database that will only be accessed by authorised personnel and is subject to privacy restrictions. Cabonne Council complied with the *Privacy and Personal Information Protection Act 1998*. Applicants must ensure that people whose personal details are supplied are aware that Cabonne Council is being supplied with this information and how this information will be used.

## HOW TO APPLY AND THE PROCESS

The Sponsorship application form along with this guideline is located in the Cabonne Councils website [www.cabonne.nsw.gov.au](http://www.cabonne.nsw.gov.au).

Application must be submitted a minimum of 12 weeks prior to the proposed date of the event. Council will not accept submissions that are after the 12-week cut off except in exceptional circumstances as determined by the Community & Economy Department where prior approval has been granted. An incomplete application will not be accepted.

Applicants must submit a full and well thought out application that addresses all questions and includes all information required. If there are any questions or clarity needed please contact Cabonne Council on 6392 3200 or alternatively email [Council@cabonne.nsw.gov.au](mailto:Council@cabonne.nsw.gov.au)

The application assessment will take approximately 6 weeks which will allow for a thorough assessment before the recommendation will then be made at the next available Council Meeting for endorsement.

Council will determine the amount offered and if they wish to endorse the event, this will be assessed based on the recommendation given by the Community & Economy Department who have based their recommendation on the evidence and criteria that the applicant has provided. The amount from Council may not match the amount requested.

Upon Councils decision, both successful and unsuccessful applicants will be notified via email within 14 days of the meeting.

Successful applicants will be required to enter into a contract with Council that stipulates:

- The mutual benefit of the agreement.
- Terms and conditions for both parties.
- Financial accountability and acquittal requirements.
- Performance measures for the post event assessment.
- The public acknowledgement of Council as a sponsor.
- Provisions for any change of circumstances for the receipts or Council, and
- Provision for the termination or suspension of the agreement.

Approval of funds does not imply any other approval from Council. Applicants should be aware of the other consent and approvals that may be required for various types of events. Please contact Council to confirm requirements.

## CONDITIONS OF FUNDING

- Successful applicants will be required to adhere to all obligations set out in the agreement.
- Cabonne Council must be notified immediately if any element of the event relevant to the fund, changes significantly.
- The applicant will be provided with a Logo Best Practices Guide, to ensure continuity in all media. Compliance with the guide is a mandatory funding condition.
- Funds may only be used for the purpose specified in the application unless written permission for a variation is obtained by Council.
- Funding can be withdrawn at the discretion of Cabonne Council if an event is unduly delayed or fails to comply with the funding agreement.
- The applicant must notify Council at the earliest opportunity that the event has been cancelled or postponed. If the event does not occur during the financial year it was obtained in the funds must be repaid to Council.
- Applicants must participate in appropriate publicity associated with the Sponsorship.
- Successful applicants are required to submit an Acquittal Form to Council within 3 months of the conclusion of the event. If this is not completed or to the standards and inclusions specified it will result in exclusion from future funding being provided by Cabonne Council and may result in requirements to return the funded amount.

## FURTHER INFORMATION

Further information can be obtained by contacting Council's Tourism, Culture & Events Coordinator.

Phone: 6392 3200

or

Email [Council@cabonne.nsw.gov.au](mailto:Council@cabonne.nsw.gov.au)