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# HORSHAM RURAL CITY COUNCIL

PO Box 511, HORSHAM 3402

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## GUIDELINES

### MARKETING SPONSORSHIP FOR EVENTS, FESTIVALS & PROJECTS



#### APPLICATION GUIDELINES

(Guidelines approved 10<sup>th</sup> February, 2009)

Horsham Rural City Council offers sponsorship to assist the marketing of community events, festivals and other projects. Applications are assessed by the **Tourism Advisory Committee** which is made up of skilled based people from industry, community and Council. This body is accountable to Horsham Rural City Council for the expenditure of funds.

**PLEASE READ ALL INFORMATION BEFORE COMPLETING  
THE APPLICATION FORM.**

**Applications for sponsorship can be lodged twice yearly (February & August).**

**Please allow sufficient time for assessment, by lodging applications, where possible, 3 months or longer before the marketing is to occur. Please note that application may be approved outside this timeframe if deemed necessary.**

#### 1. PURPOSE

The Horsham Rural City Council approves an annual Tourism Events and Festival budget allocation for marketing sponsorship. This sponsorship allocation is made to the Tourism Advisory Committee under a Section 86 Instrument of Delegation.

Council is committed to supporting tourism within the Municipality and recognises the value of events to the tourism industry and the region's wider economy.

Council will consider provision of funds for Festivals & Events in the annual budget for tourism industry related events and festivals where no other funds have been provided by Council for this purpose.

A tourism event is defined as an event of regional, state or national significance that can provide tangible tourism and economic benefits to the Municipality.

The Horsham Rural City Council encourages events to grow and to become self sustaining.

**The Horsham Rural City Council may provide the following support to an event:**

- Matched sponsorship is provided on a \$ for \$ basis to cover costs associated with the marketing of an event, outside the region defined as being the Horsham Rural City Council municipality;
- Assistance with the preparation and presentation of formal bid documents;

- Support in determining appropriate venues and negotiating venue use;
- Assistance in marketing the event through media channels including Council's website;
- Supply of marketing material such as local visitor guides;
- Assistance in obtaining other public sector funding;
- Other support as may be necessary to achieve the desired outcomes;

## **2. CRITERIA**

Applications for sponsorship support will be assessed in accordance with the following criteria:

### **2.1 Economic impact of the event**

Ability of the event to attract significant numbers of visitors from outside the Horsham Rural City Council Municipality.

### **2.2 Capacity to host the event**

Event organisers must demonstrate the necessary physical and technical capacity to manage the event.

### **2.3 Financial viability**

Event organisers must demonstrate sufficient revenue opportunities to match the projected expenditure. Where appropriate, assessment will also be made on the event's ability to become self-sufficient and sustainable within a period of three years. Applications for sponsorship must be accompanied by an itemised event marketing budget.

### **2.4 Marketing strategy**

A marketing strategy must be provided to indicate how the event will be promoted and how it will attract the expected number of visitors.

### **2.5 Event management expertise**

The event organiser(s) must provide details of the legal status of the responsible organisation and appropriate insurances.

### **2.6 Event program**

Full program details must be provided.

### **2.7 Profile of the event**

Consideration will be given to the ability of the event to attract media attention at a local, state and interstate level.

### **2.8 Timing of the event**

Consideration will be given to the timing of the event in terms of availability of accommodation and in terms of complementary or opposing events.

## **3. CONDITIONS OF SPONSORSHIP**

### **3.1 Applications for sponsorship must include:**

A fully completed copy of the *Horsham Rural City Council Tourism Events & Festivals Funding Application (T.E.F.F.A.)* form including the following details to satisfy the criteria (Refer to above criteria).

**3.2 Events that are successful in attracting Council sponsorship must lodge an Event Notification Form and may be required to complete a *Horsham Rural City Council Risk Management form.***

**3.3 Publicity & Acknowledgement**

Events that are successful in attracting Council sponsorship will be required to include the Council's Promotional logo (used in accordance with Council's policy and conditions) and specifically acknowledge the assistance of the Horsham Rural City Council in relevant event-related activities, publications and advertising material, wherever possible and appropriate.

**4. ELIGIBILITY**

Applications for event sponsorship and support can be made by event organisers. Sponsorship will generally only be available to an incorporated non-profit organisation that is registered for GST or holds an ABN at the time of application (individuals are not eligible for funding).

**5. WHAT WILL NOT BE SUPPORTED**

- Events that do not meet part or all of the above criteria;
- Events where there is no positive economic impact on the Horsham Rural City Council municipality;
- Funds for capital works associated with an event or the purchase of equipment;
- Events that generate direct financial profits for commercial companies and/or individuals;
- Events held outside the boundaries of the Horsham Rural City Council municipality (unless it can be demonstrated that the event will provide a significant economic benefit for the Horsham Rural City Council municipality);
- Duplication or replacement of other sources of funding for existing activities;
- Retrospective funding of activities undertaken before approval of the sponsorship by Council;
- Applicants who have not satisfactorily completed previous funding activities or have not acquitted funds;
- Funding for individual websites; and
- Funding for the payment of wages and general administration expenses are not allowed under this funding scheme.

**6. SPONSORSHIP TERMS**

Events will be sponsored and supported on a one-off basis (i.e. one year of sponsorship only per application). Events, festival and marketing need to demonstrate that the purpose of their sponsorship is different from previous years to attract consecutive sponsorship and generally, sponsorship will only be permitted for a maximum of three consecutive years. However, Council may consider special circumstances for a commitment to a three year sponsorship arrangement.

**7. LEVEL OF SUPPORT**

Generally sponsorship is available to a maximum of \$5,000 per annum; amounts above this will be assessed on a case by case basis.

**Small Event Education Development: (S.E.E.D.)** Unmatched sponsorship is available to a maximum amount of \$200 per applicant in recognition of events that bring visitors into the municipality and to encourage event expansion.

## **8. SPONSORSHIP APPLICATION ROUNDS**

Applications will be called twice per year during February and August but special cases may be considered at any time.

## **9. COMMUNICATION OF THE PROGRAM**

Council will give public notice in the Wimmera Mail-Times newspaper, by mail out to community groups, on Council's website and by community consultation communication.

## **10. APPROVAL PROCESS**

- i) Applications will be assessed within 30 days of the closing date of applications;
- ii) Council's Promotions Department will notify successful applicants in writing of the outcome of their application;
- iii) Successful applicants will complete a funding agreement;
- iv) Applicants must allow 3 months for assessment of applications and to allow sufficient time for marketing to be effective; and
- v) The approved applications will be reported to Council.

## **11. SUCCESSFUL APPLICANTS**

Successful applicants will sign a Funding Agreement with the Horsham Rural City Council. The terms will include the following:

- Horsham Rural City Council signage at all activities and events;
  - Recognition of Horsham Rural City Council in all advertising and marketing material;
  - Printed material, including invitations, fliers, posters and programmes, must include the Horsham Promotional logo including the website details of [www.visithorsham.com.au](http://www.visithorsham.com.au)
- Approval must be first sought from Council's Promotions Department;
- All television advertising to include the HRCC Horsham Promotion website details [www.visithorsham.com.au](http://www.visithorsham.com.au) (as a pull through segment).
  - Horsham Rural City Council Mayor or representative to be given the opportunity to speak at key events and to receive an invitation to attend;
  - The organiser must arrange Public Liability Insurance for 10 million dollars for festivals or events that involve a major road closure;
  - Exit surveys must be conducted to assist in assessing the project;
  - Within 12 weeks of the event Tourism Advisory Committee must be provided with two copies of the Evaluation Report; and

## **12. FINANCIAL ACCOUNTABILITY AND POST-EVENT REPORTING PROCEDURES:**

For events sponsored for amounts under \$1,000, payment can be made on receipt of the following:

- An event tax invoice.

For events sponsored for amounts \$1,000 and over payment will be made on receipt of the following:

- An event tax invoice;
- Proof of expenditure that includes a copy of a suppliers paid tax invoice (s); and
- Council may pay 50% of a supplier's unpaid invoice(s) if requested.

**Post-Event reporting:**

The following is to be lodged with Council:

- A statement of actual income and expenditure in relation to the event that is to be certified by the organisations Chairperson and principal accounting officer;
- Copies of all relevant marketing tax invoices;
- A full post-event report including details of numbers in attendance (and origin) and economic impact of the event; and
- Evaluation surveys, as required as a condition of sponsorship.

The above are required within 12 weeks of the conclusion of the sponsored event or marketing.

For further information please contact the Horsham Rural City Council's Promotions Department, on 03 53829702 / 03 53829706

Please send your application to:

**Horsham Rural City Council  
Promotions Department  
P.O. Box 511  
Horsham VIC 3402**