

FRASER COAST REGIONAL COUNCIL

MAJOR REGIONAL EVENTS SPONSORSHIP FLOWCHART

The **MAJOR REGIONAL EVENTS SPONSORSHIP** program is an integral part of achieving the desired outcomes in the [Fraser Coast Regional Events Strategy 2020 -2024](#). The strategy aims to position the Fraser Coast as an event-friendly destination through efficient and effective support of a vibrant, balanced calendar of events with a focus on a high return on investment in increased overnight visitation and visitor expenditure to sustain the local economy.

It is a blueprint for how the region will build a balanced and sustainable events portfolio that will grow the local visitor economy, enhance the liveability of the region, generate legacy benefits and grow the destination's reputation and appeal.

The strategy outlines how Fraser Coast Regional Council (Council) and Fraser Coast Tourism & Events (FCTE) can best support events, grow existing signature events, and attract new best-fit events to the region.

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The program opens on 1 August and closes on 31 May each year.

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Before you can **submit** a sponsorship proposal you must talk to the Events Development and Partnerships Coordinator by phone 1300 79 49 29 or email Justine.Wilkinson@frasercoast.qld.gov.au.

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If you do submit a proposal, staff from relevant areas of Council **assess** how well the proposal meets Strategy criteria. The six key criteria (detailed in the [Sponsorship Guidelines](#)) and the Economic Benefit and Return on Investment to Council are major considerations.

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The Assessment results are compiled into a **report** and taken to the Fraser Coast Events Advisory Committee for consideration. The Events Advisory Committee provides a recommendation to Council.

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Council confirms whether the sponsorship will be granted.

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We notify you by email of the **outcome**.
Applicants are welcome to request feedback on their proposal.

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Council enters into a sponsorship **agreement** with successful applicants.
The agreement details conditions for the funding and what must be reported on after the event.

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You deliver the event and present a report to Council six weeks after the event.
Payments will be made as per the sponsorship agreement.

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Council evaluates the event using your Outcome Report and eye-witness accounts (if available).
We also evaluate the program to see that it is achieving the objectives of the Strategy.