

Major Regional Events Sponsorship - Guidelines

Major Regional Events Sponsorship

Contents

How to Apply.....	2
Introduction	3
Program Objectives.....	3
Sponsorship Criteria.....	3
Sponsorship amount and agreement period.....	3
Eligibility Criteria.....	4
What cannot be funded?	4
Assessment Criteria	4
How to apply	4
Attachments.....	4
The Assessment Process	4
Event Permit.....	5
Opening and Closing Dates	5
The Assessment Timeline.....	5
After your event.....	5
Who to contact if you have questions	5

Version Control

V1 Reviewed	__/__/____	Name
V2 Reviewed	__/__/____	Name

Major Regional Events Sponsorship - Guidelines

How to Apply

1. These Guidelines are based on the [Fraser Coast Regional Events Strategy 2020-24](#). We recommend you familiarise yourself with the Strategy as it gives a clear idea of where Council's priorities lie.
2. Prepare notes on your idea. Answer What, Where, When, Who and Why. After estimating your likely income and expenditure, work out how much you still need to stage the event (i.e., the difference between your expenditure and your income). You should always underestimate your income and overestimate your expenditure at this stage. If there is a deficit, this is what you might seek funding assistance for.
3. Phone the Council's Event Development and Partnerships Coordinator on 1300 79 49 29 or email justine.wilkinson@frasercoast.qld.gov.au to discuss your event and check that it fits the program. Sporting events will be referred to the appropriate officer.
4. If you are envisioning a large event (big budget - 2,000 people or more) begin planning 8-12 months beforehand. You can apply for sponsorship early, but your proposal will not be accepted if it is late. It is recommended that you submit your sponsorship proposal no later than 8 months out from your event date.
5. If your event goes ahead (whether is it sponsored or not) you will need to apply for an Event or Activity Permit. See Council's website under [Hold an Event or Activity](#). You must apply 6 months out from your event date to ensure your permit will be processed in time.
6. After submission, your sponsorship proposal is assessed and presented to the Fraser Coast Events Advisory Committee for discussion and recommendation. This can take four weeks or longer.
7. If your proposal is recommended for funding, it will be forwarded to Council for a final decision. This can take up to another four weeks.
8. If you have been successful, an agreement (contract) will be prepared and sent to you for signing. This can take up to four weeks.
9. Once the agreement is signed by your organisation and ratified by Council, you can submit a tax invoice for the first payment, along with proof of bank details. Payment can take between two and four weeks from submission of your invoice.
10. After the event you usually have six weeks to prepare and submit a report for Council based on the items specified in the agreement. Once this report is accepted by Council, you will be notified and can submit the final tax invoice for payment.

Major Regional Events Sponsorship - Guidelines

Introduction

The Vision of the [Fraser Coasts Regional Events Strategy 2020-2024](#) is to have an "events portfolio (that) reflects and celebrates the region's spirit and personality, creates compelling reasons for visitors to stay and explore, enhances the community's pride and connection, and contributes to a thriving economy".

Sport, arts and culture, lifestyle, music, heritage, and specialist events create a diverse and dynamic calendar for the Fraser Coast. Council's aim is to grow existing events and attract new and exciting opportunities that enhance the liveability of the region and boost the local economy. These events and programs will bring in sports participants, spectators, and teams; lovers of arts, culture, and heritage; business travellers wishing to combine work and a spectacular location; and those visiting families, friends and relatives or a combination of all these categories.

Program Objectives

The purpose of Council Sponsorship is to support major events which attract large numbers of visitors to the region alongside residents. For events to be considered for sponsorship they must show that they can:

- Provide substantial economic and social benefits to the Fraser Coast
- Enhance Fraser Coast's reputation as an event-friendly region and holiday destination
- Build Fraser Coast's identity as a regional events destination.

Sponsorship Criteria

Proposals are measured by how well the event will meet the following key criteria:

1. Increase overnight visitation and visitor spend, especially during the shoulder months (approximately February to June)
2. Enhance the liveability of the region defined by a growing economy, increase in entertainment options, vibrant public spaces, and community engagement with events
3. Grow local business and event staff capability
4. Demonstrate that the event will be accessible, inclusive, and environmentally sustainable (by providing accessible toilets, sound waste management, carbon offsetting etc)
5. That goods and services will be bought locally (unless a valid argument is presented for purchasing outside the Fraser Coast region).
6. Opportunities for widespread branding and marketing using social media (international, national, and state-wide) that grow the status, profile, and awareness of the Fraser Coast as an exciting destination
7. The Economic Benefit (EB) to the region and the Return on Investment (ROI) to the Fraser Coast Regional Council if the event is sponsored.

It is important that your application clearly shows how you will meet all the above measures.

Sponsorship amount and agreement period

You are asked in the application to submit a budget for the amount you request from Council. Council has a policy of supporting local suppliers – 'buy local' - and this is a standard condition of our funding. If you wish to use a supplier or buy goods from outside the Fraser Coast, you will need to clearly explain why and be given approval.

Major Regional Events Sponsorship - Guidelines

The application requests a budget for the event which includes all other sponsorship or external funding – even if not yet approved – so that it can see the viability of the event and how much of the total spend Council would be contributing.

Funding will be granted initially for one year (the first) only. Applicants can request a multi-year commitment, but, if approved, each subsequent year will be dependent on receiving a satisfactory event acquittal report for the previous event.

Eligibility Criteria

Applicants must be:

- viable and sound legal entities;
- staging an event in the Fraser Coast Regional Council local government area;
- proposing an event for a large number of attendees and have a substantial budget;
- expecting attendees who are predominantly not from the Fraser Coast region;
- expecting a large spend by visitors in the region and at the event;
- able to meet the reporting requirements and conditions set by Council.

What cannot be funded?

- Events appealing mainly to local participants or audience from the Fraser Coast
- Events with a small budget (usually under \$10,000 expenditure)
- Events with no marketing or promotional reach outside the Fraser Coast region.

Assessment Criteria

The assessment criteria are based on the goals expressed in the [Fraser Coast Regional Events Strategy 2020-2024](#) (See under #12. Measurement & Evaluation, pp38). Questions are awarded a ranking from non-compliant to fully compliant. The marks from each section are used in the total score and inform the discussion recommending funding for a proposal.

How to apply

Proposals must first be discussed with the Events Development and Partnerships Coordinator. If considered appropriate for Major Events Sponsorship, a link will be emailed to the application which to the Smarty Grants portal. The SmartyGrants proposal form can be saved and revisited before it is submitted. Members of the same organisation can use the same log-in to complete different sections or to review and sign the form.

Attachments

All attachments requested in the form must be provided and all questions answered for the form to be submitted. Incomplete applications may be delayed or rejected.

The Assessment Process

The proposal is analysed against the Regional Events Strategy criteria before going to the Fraser Coast Events Advisory Committee. The Committee is made up of councillors, council officers, representatives from Fraser Coast Tourism and Events, and community members involved in tourism and events. The recommendations from this group are submitted to Council at the next council meeting.

Major Regional Events Sponsorship - Guidelines

Event Permit

If your event goes ahead (with or without sponsorship) you must apply for an Event or Activity Permit no later than six (6) months before the event or a late fee may be charged. See Council's website under [Hold an Event or Activity](#). Therefore, it is recommended that your proposal for sponsorship is submitted well in advance of that 6-month deadline.

Opening and Closing Dates

Applications open on 1 August and close on 31 May each financial year. Proposals will continue to be assessed until funding for that year runs out.

The Assessment Timeline

For a timeline of the assessment process see the [Major Regional Events Sponsorship FLOWCHART](#)

After your event

You have up to six weeks after your event to submit the post-event Outcome Report. The template will be uploaded to SmartyGrants after your sponsorship is granted ready for you to fill in after the event.

This Outcome Report may automatically include the estimates you provide in your application such as anticipated participant or audience numbers, average number of bed nights, the gender of attendees. It is important therefore that you are as accurate as possible with the estimates you are asked to supply in the sponsorship proposal, or that you can explain in the Outcome Report why there are significant differences in the two sets of numbers. This will help us to understand the event culture and factors that influence events on the Fraser Coast.

Event organisers are urged to plan how they will collect the requested data and consider what resources will be needed. Events with participant registrations, or that are ticketed can ask questions at the point of registration or sale. For non-ticketed events, volunteers or staff might run a survey during the event or post out a survey after the event. Fraser Coast Council has available a generic survey which can be adapted if desired.

Who to contact if you have questions

Events Development and Partnerships Coordinator on 1300 79 49 29 or email Justine.Wilkinson@frasercoast.qld.gov.au

Good luck with your proposal.

Fraser Coast welcomes interesting, innovative, and entertaining events

and we will try our hardest to assist you to that end.