

Community Celebration

EVENTS SPONSORSHIP PROGRAMME

Guidelines
2025 | 2026

image: Jack West



Fraser Coast
REGIONAL COUNCIL

Overview

The Fraser Coast Regional Council's (Council) Sponsorship Funding Events Programme aligns firstly with the vision outlined in the Council's Corporate Plan for 2023-2028 (Plan - Link). It focuses on the key area of Connected, Inclusive Communities and Spaces. The aim is to embrace the Fraser Coast region's way of life and foster connected communities through our people, places and spaces.

Objectives

- Create vibrant community spaces to encourage community activation.
- Shape the region's natural and built environment to enhance the liveability of our communities and regional lifestyle.
- Provide inclusive cultural, sporting and recreation opportunities to encourage community participation.

This programme aligns with the Fraser Coast Regional Event Strategy 2025-2027, which aims to maximise the economic and social benefits of events. Through this funding the Council will continue to develop the foundations and innovative frameworks necessary to establish the Fraser Coast as a competitive and leading regional events destination. Additionally, it will enhance the social fabric of the Fraser Coast by focusing on community engagement and enrichment through support for local events.

Programme applicants will need to demonstrate how their events will deliver on the intended outcomes and maximise social and economic benefits to the Fraser Coast community.

Proposals will be assessed against following criteria:

- Enhanced liveability of the region:
 - grow the local economy through a strong buy local ethos
 - increase entertainment/activity options throughout the region,
 - activate and create vibrant public spaces
 - increase community engagement and attendance with events;
- Engagement with local organisations or individuals which increases expertise and experience (growth in 'local capacity and capability');
- Demonstrate commitment to inclusive and accessible events.
- Demonstrate environmentally sustainable event practices.
- Demonstrate a strong commitment to the sustainability and growth of the event.
- Key performance indicators outlined in the Community Celebration Fund, on page 18, of the Regional Event Strategy 2025-2027.

It is important that the application clearly shows that it will meet most, if not all of the above measures.

Be as accurate as possible with the information and estimates provided for this application, as proof of the information supplied is required alongside funding acknowledgment to acquit the agreement.

The impact of every event sponsored by Council is considered carefully during the assessment of each application. Event organisers are urged to plan carefully how to collect the data requested and consider what resources are needed. Events with participant registrations, or that are ticketed can ask relevant questions at the point of registration or sale. For non-ticketed events, volunteers or staff might run a survey of visitors during the event.

Sponsorship Available

There is only one round for this programme in the first quarter of 2025, with an available funding amount of \$100, 000, unless the limit is not reached, then a further round will be presented later in the year.

Sponsorship to a value of \$5,000 per annum is available through this programme for community celebratory events that have been held for a minimum of two consecutive years. Groups can apply for one, two, or three year agreements. Agreements are limited to three years and are subject to annual Council budget funding approval.

Applicants who believe an event merits sponsorship over \$5,000 per year should contact the Sponsorship Team before submitting their application

Successful, multiyear sponsorship will depend upon successful delivery of the event and submission of an outcome report, including funding acquittal for each annual event.

Events that have traditionally applied for sponsorship and then also applied for fee waivers (value-in-kind sponsorship) should request both as a part of this sponsorship process, there is a section for this to occur within the application. Separate sponsorship and fee waivers (value-in-kind sponsorship) will no longer be considered. The final value-in-kind amount will be included in the overall amount of the sponsorship. Note if you are requesting value-in-kind sponsorship, it is in addition to the cash component you request.

Logistics

Applicants and events must comply with the Fraser Coast Regional Council Sponsorship Policy and the programme guidelines. Applications should be submitted no less than 8 weeks in advance of the event to give time for processing of application and approvals.

Assistance, Assessment and Approval Responsibilities

Council's Sponsorship Team is available to provide general advice and guidance to local groups when developing sponsorship applications. It should be noted however that there is no capacity for Council Officers to write and submit applications on behalf of local groups. Applications will be assessed for applicant and event eligibility by Council's Sponsorship Team.

Eligibility

Who can apply to the Fraser Coast Community Celebration Events Sponsorship Programme?

Incorporated not-for-profit community organisations can apply to the Community Celebration Events Sponsorship Programme provided it meets the following criteria:

- The organisation:
 - Is based within the Fraser Coast local government area;
 - Is a legal not-for-profit entity, complying with all incorporation requirements of the Queensland and Australian Government as at the closing date of the sponsorship programme;
 - Has appropriate insurances;
 - Has met acquittal conditions for any previous Council funding;
 - Has no debt to Council outside standard trading terms, or has entered into scheduled payment arrangements with Council that is being adhered to;

- Demonstrated previous success in running of the event.

If a community group is not incorporated and seeks to apply for sponsorship, the group is able to do so provided that the application is auspiced and administered by an incorporated not-for-profit community organisation that is willing and able to accept legal and financial responsibility for the sponsorship.

Who cannot apply to the Fraser Coast Community Celebration Events Sponsorship Programme?

- Commercial businesses and enterprises – (these types of organisations are only eligible to apply for Fraser Coast Regional Events Sponsorships);
- Individuals
- Organisations with an overdue Outcome Report as required by any other Council-provided funding;
- Application for first-time events (may apply to Community Grants programme).

Council will not consider applications that:

- Are incomplete or do not include all the required supporting documentation;
- Are for retrospective funding for events;
- Request funding for general operating costs;
- Do not support Council's Corporate Plan 2023-2028;
- Do not comply with the sponsorship policy;
- Do not comply with any applicable legislative requirements;
- Cause an unreasonable level of offence to any part of the community;
- Are deemed cruel to domestic animals;
- Have a significant impact on wildlife, marine life or the environment (including flora, soils, waterways, and landscape);
- Promote gambling, smoking and/or consumption of other addictive substances;
- Provide funding to third parties.

Non-eligible Events

Events of the following nature are not eligible for sponsorship or value-in-kind:

- for activities or services run solely for fundraising or charitable purposes – excluding requests for value-in-kind support that have a demonstrated broad community benefit.
- made by an entity that has debt to Council that is outside the standard trading terms or has not entered into scheduled payment arrangements with Council that are being adhered to.
- that have already secured funding from the Council for the event through a different programme (excluding Regional Arts Development Fund), are not eligible to apply for this funding.

Non-eligible Criteria

The following criteria are not eligible to be funded:

- Core operational funding costs;
- Activities undertaken or committed to purchase before the organisation is notified in writing their application is successful; and the sponsorship agreement is executed;
- Repayment of debts and loans;
- Overseas travel costs;
- Consumables including catering;

- Purchase of goods or services that benefit an individual or small, targeted group in the community;
- Purchase of alcohol;
- Organisations who hold commercial liquor or gaming licenses;
- Purchase of fireworks;
- Projects or activities that provide an ongoing financial or value-in-kind commitment for Fraser Coast Regional Council unless agreed to by Council. (e.g. ongoing and regular maintenance of equipment, grounds works or structures located on council owned property).
- Gifts or prizes in the form of cash, gift cards or goods and services;
- Fundraising and third party donations;
- Grant writer fees and associated costs.

Council, at their discretion, can consider flexibility in the criteria based on overall benefit to the region.

Programme Application Process

1. Council will publicise availability of its Community Celebration Event Sponsorship programmes on Council's website and social media sites and by direct email to organisations listed on the grants distribution list and past event approvals database, and on the Fraser Coast Events website.
2. Applications to the programme are based on-line and must be submitted through the SmartyGrants portal. The application form can be previewed prior to commencement of the application, and a PDF file can be printed from the final (review) page once an application has been commenced.

The online form is the only method for submitting an application.

If an applicant does not have access to a computer, Council libraries can provide access to a computer and the internet and some initial guidance to enable access to the application form on Smartygrants. If this process presents challenges for your organisation, please contact Council's Sponsorship Team for advice.

Once an application is started, any number of people within the organisation can work on the application using the same login and password (only one person can be logged in at a time).

Council officers are available to provide advice to community organisations.

They can assist organisations to identify additional and/or alternative sources of funding relevant to their project or activity.

Contact information is contained within the application form.

3. Full event budgets must be submitted with qualified estimates for expenses. Fraser Coast Events website resources section and Council website have links to support documentation to assist in presenting these. When an application is submitted, the applicant will receive an email confirming lodgement and a copy of the submitted application for the organisation's records. If this email is not received, it means that the application was not successfully lodged. Please contact the Sponsorship Team for advice.

Approval Process

1. Applications will initially be reviewed by Council Officers for eligibility to confirm organisational and project eligibility and to ensure all information provided is suitable.
2. Applications for Sponsorship are assessed by Assessment Panel.
3. Panel consensus is required to approve Sponsorships. In the event consensus cannot be reached the application is declined and the applicant will be encouraged to work with Councils Sponsorship Team to strengthen the application for re-lodgement and re-assessment in future rounds.
4. The Chief Executive Officer has delegation to enter into Sponsorship Agreements as required.
5. Applications will be assessed for:
 - Ensuring public monies are allocated in a fair and equitable way
 - The best possible value for money
 - Alignment with the guideline criteria
6. Following approval successful applicants will be notified by email and provided with a sponsorship agreement for signing.

Unsuccessful applicants will be notified and can seek feedback from Council's Sponsorship Team on how they can strengthen future applications.

Outcome reporting requirements and conditions

Successful applicants will be required to enter into a sponsorship agreement with Council and report on outcome of each year's events within the 60 days of the event end date.

Outcome Reports will need to be completed online through the SmartyGrants portal. All questions must be completed on the Project Outcome Report and evidence supplied as outlined in the signed agreement. Please read the agreement thoroughly and have a system in place to collate the documentation to ensure a timely and easy to manage acquittal process. If you have any reservations, contact Council's Sponsorship Team prior to signing the Sponsorship Agreement. Non-compliance could result in the cancellation of the agreement and no future funding.

Be as accurate as possible with the information and estimates supplied in the application. You will be asked for proof of the information supplied.

1. Successful applicants will be required to actively and publicly acknowledge Council's support. The level of acknowledgement will be determined by the amount funded and will be outlined in the sponsorship agreement.
2. Unspent funds must be returned to Council within 60 days of the project completion.
3. Changes must not be made to the approved event without the prior agreement of Council. Council will endeavour to approve changes where the level of community benefit is maintained and the changes are within the scope of the initial application.
4. Any purchases associated with the event must be transacted with a Fraser Coast regional business, unless formally authorised by the Sponsorship Team.