

Major Event Sponsorship Guidelines

This document provides advice on eligibility, available funding, assessment criteria and processes associated with the City of Launceston Major Event Sponsorship program. Your application must comply with all specified guidelines.

Before completing an application, we suggest you discuss your event with our Grants and Sponsorship Officer to determine your eligibility for funding.

Grants and Sponsorship Officer, Liveable Communities

T 03 6323 3351

E grants.sponsorship@launceston.tas.gov.au

Overview

Funding is available for major events held in the City of Launceston municipality, where local, intrastate, interstate and potentially international attendees are the main audience. These events will deliver an inclusive experience, encouraging community participation, creativity and will build community spirit, foster pride and a sense of place. They will also deliver tourism and economic returns to the Launceston community, building our profile and reputation as a great place to live, visit and invest.

Applications can be made for funding under one of two sponsorship levels:

Level 1 - Would typically be an event held in the City of Launceston municipality attracting audiences from our local area and intrastate.

Level 2 - Would typically be an event held in the City of Launceston municipality attracting larger audiences from, our local area, intrastate, interstate and/or overseas.

Who can apply?

Incorporated associations, cooperatives, proprietary or public companies, trusts, partnerships and sole traders. Unincorporated organisations may apply if they enter into an auspicing agreement with an incorporated organisation.

You must have an Australian Business Number (ABN). If entering into an auspicing arrangement, you must include a letter of confirmation from the auspicing body. Council reserves the right to contact the auspicing organisation to confirm the auspicing arrangement.

Who can't apply?

Individuals, universities, federal, state and local government agencies and bodies (including government business enterprises, schools and school agencies e.g. parents and friends associations).

Applicants who have not met the conditions of a previous City of Launceston grant or sponsorship, e.g. not provided an acquittal report within the required timeframe. Applicants that have a long term outstanding debt to the City of Launceston.

Funding Available

There are two funding rounds per financial year. Round one covers a five month period and will be allocated 40% of the annual budget. Round two covers a seven month period and will be allocated 60% of the annual budget. Any budgeted funds remaining from the first funding round will be allocated to the remaining funding round within the same financial year.

Applicants who meet eligibility and assessment criteria are not guaranteed funding as often more funding applications are received than can be supported. The success of an application is determined on merit against the assessment criteria and in competition with other submissions.

Sponsorship Levels

You can apply for funding under one of two sponsorship levels.

Level 1 - up to \$12,500

Would typically be an event held in the City of Launceston municipality attracting audiences from our local area and intrastate.

Level 2 - up to \$20,000

Would typically be an event held in the City of Launceston municipality attracting larger audiences, from our local area, intrastate, interstate and/or from overseas.

Assessment Criteria

Applications for sponsorship will be scored and assessed based on answers to questions aligned to the following criteria.

- **Participation** - Enables social connections to take place within the community, including volunteering and participation opportunities.
- **Creativity and Innovation** - Encourages and supports creativity, innovation and local talent.
- **Community Spirit** - Builds community spirit, fosters pride and a sense of place.
- **Economic** - Demonstrates positive economic benefits through visitor spend, employment and/or investment.
- **Tourism and profile** - Demonstrates positive tourism benefits, through the promotion of Launceston and the region, building our profile and reputation.
- **Asset Usage** - Utilisation and activation of community facilities including cultural, entertainment, sport and recreation venues, including Council owned and managed facilities.
- ***New Events** – Demonstrate strategies for sustainability and a vision for growth.
**Note: To encourage new events (events that have not been held in the City of Launceston municipality previously) there will be an additional question in the application. Answers to the question will be assessed and will enable bonus points to be awarded.*

Funding Limitations

Where the City of Launceston will not provide funding assistance:

- Events held entirely outside the City of Launceston municipality.
- Celebratory Dinners, Galas, balls, luncheons and cocktail parties.
- Markets, exhibitions, expos and events that primarily showcase businesses/stall holders to demonstrate, promote or sell services or products.
- Professional development activities, including delegated/membership conferences and seminars. (See the City of Launceston Conference, Conventions and Championship Incentives Program for funding opportunities in this area).
- Events where the primary focus is to raise funds for an organisation/individual.
- Events already receiving funding from another City of Launceston funding program e.g. grant.
- Events that have commenced or completed.
- Ongoing administration costs which are not related to the event.
- Ongoing plant and equipment costs which are not related to the delivery of the event e.g. computers, office equipment.

Application Process

The timeframe for the event sponsorship application process is as follows:

Round	Applications Open	Applications Close	Applications Assessed	Council Decision
Round 1 (events 1 August - 31 December)	1 February	15 March	April	May
Round 2 (events 1 January - 31 July)	1 May	15 June	July	September

*Due to COVID-19 impacts the round dates may be subject to change.

Each funding round will be publicly advertised through local media and direct electronic mail. Please contact the Grants and Sponsorship Officer if you would like to receive these emails.

Information sessions providing advice and guidance on the application process, will be offered and advertised widely.

Your event sponsorship application is to be made via the City of Launceston website and will require the inclusion of the following information relating to your event:

- Budget
- Project plan
- Event sponsorship prospectus

Your application will not be accepted by mail, email or in hand written form.

Assessment Process

- All applications will be reviewed by the Grants and Sponsorship Officer to ensure eligibility and to ensure all relevant information has been provided.
- Applicants may be asked to provide additional information to assist with assessment.

- Eligible applications will be assessed by the City of Launceston Events Sponsorship Assessment Panel. The panel is comprised of Councillors and external stakeholder representatives.
- Applications are assessed and scored on merit against the assessment criteria.
- The assessment score informs the Event Sponsorship Assessment Panel's recommendation to Council.
- All final decisions on applications are made by the Council and are subject to the available budget

Sponsorship Funding Agreement

If successful in receiving event sponsorship funding, a representative of your organisation (or if the event is auspiced, a representative of the auspicing body) will be required to sign a funding agreement that will detail sponsorship conditions.

It is the responsibility of your representative to ensure all conditions in the funding agreement are met. Any request to vary conditions must be negotiated prior to the agreement being signed. If you are unable to meet any funding agreement conditions, Council reserves the right to decline future funding requests.

If your event details change or the event is cancelled, you must advise the Grants and Sponsorship Officer in writing as soon as possible. The City of Launceston reserves the right to reconsider any funding decision if variations to an event are made after your application has been assessed.

Release of Funds

Once the funding agreement has been signed by the applicant and a Council representative and any pre-conditions have been met, 80% of the funding will be able to be released. The final 20% of funding will be able to be released when the reporting requirements (explained below) have been met.

Reporting

Once your event is over, you will need to complete an online acquittal form within 90 days. This will ask for actual event outcomes such as attendance numbers and financial details.

The City of Launceston reserves the right to request an independent audit if the financial information in your report is not sufficient. If you are unable to satisfactorily provide the required reporting information, you will be ineligible for future City of Launceston funding.

City of Launceston costs

You should include City of Launceston costs for your event, (e.g. permits, licences) as part of the budget submitted with your application. Payment of these costs will be the responsibility of your organisation/group. No additional funding or assistance (including in-kind assistance, gifts etc.) will be provided, unless stated otherwise in additional Council policy.

Any requests for civic functions must be made in writing to the City of Launceston Civic Affairs Coordinator and may incur costs to your organisation.

Other Requirements

COVID-19

Advice from Public Health Services is that a staged easing of restrictions should occur to monitor the transmission risk of COVID-19. This includes a gradual increase in gathering numbers. Restrictions on gatherings remain in place in Tasmania to guide Tasmanians through a staged process on the road to recovery.

It is important to be aware of and follow current restrictions to reduce the risk of further outbreaks of COVID-19. For the most up to date information regarding social distancing and hygiene obligations for public gatherings please visit <https://www.coronavirus.tas.gov.au/>

Permits & Licences

You must ensure you obtain all permits/licences (relevant to the particular event) within required timeframes (e.g. road closures, Temporary Occupancy Permits, liquor licence). It is your responsibility to ensure you have fully disclosed all details of your event in order to obtain the necessary permits.

You may be required to provide a risk management plan, if the event:

- is to be held on land or in facilities owned and/or controlled by the City of Launceston and/or
- should the event require a place of assembly licence.

In all situations where a Place of Assembly licence is required under the *Public Health Act 1997* your event must be smoke free. If your event is held within City of Launceston public spaces, Council policy encourages your event to be smoke free.

Please contact City of Launceston Events Facilitation Officer who can provide guidance and assistance to you for your event.

Events Facilitation Officer

Liveable Communities

T 03 6323 3380

E Event.Enquiries@launceston.tas.gov.au

Community Care

There is an expectation that the Event Organiser takes the necessary precautions to ensure people working/interacting with members of the community have Working with Vulnerable People Registrations and relevant checks have been undertaken.

Waste Management and Environmentally Sustainable Practices

City of Launceston adopted a policy to phase out single use plastics at Council sponsored events, by 2022. No single use plastics are to be used at both sponsored and non-sponsored events from 1 January 2022 onwards. Approved single use compostable packaging or reusable packaging will be permitted. All sponsorship agreements from 1 January 2022 include the following clause: "single use plastics are not to be used during the event and are to be substituted with approved compostable or reusable packaging alternatives".

The City of Launceston encourages sustainable waste management and environmentally sustainable practices for events. You may be required to provide a Waste Management Plan, this will be requested after the Sponsorship Funding Application process.

Sponsorship Conditions

Below are City of Launceston benefits specific to Major Event funding.

Base Acknowledgement

Should include (but is not limited to) the following:

- The City of Launceston logo displayed on all event printed material and on the event website, with a link to the City of Launceston website.
- The City of Launceston is to be recognised on all event social media platforms.
- Prominent display of City of Launceston sponsorship signage at the event (signage is available for use and collection from the Town Hall).
- The City of Launceston is to be acknowledged in event media releases and verbally at the launch or opening.
- An invitation for the Mayor and his/her partner to attend the main event activity e.g. opening night event.
- City of Launceston advertisement to be placed in an event program (online and/or print programs). Art work supplied by the City of Launceston. (Half page advertisement for funding up to \$12,500, full page advertisement for funding above \$12,500).

Additional expected benefits to City of Launceston

The following benefits are expected, however you may have a more effective way of helping the City of Launceston achieve its outcomes. If there is a benefit below that you are unable to achieve and can be replaced by a new initiative, please contact the Grants and Sponsorship Officer so we can tailor the sponsorship.

Benefits to the City of Launceston are negotiable to reflect Event Strategy outcomes and alignment with the event prospectus.

Benefit Type	Event Sponsorship up to \$12,500 (L1)	Event Sponsorship up to \$20,000 (L2)
Sponsorship Level Recognition	City of Launceston logo to be included within the appropriate sponsor hierarchy at the appropriate category level.	
Media Opportunities	The opportunity for the Mayor to speak at the event launch, and or opening of the event.	
Digital Assets	A link on your website to the Visit Northern Tasmania website, including Launceston specific tourism information and imagery (City of Launceston to supply).	
Promotion of Launceston	<p>The place brand has been created to celebrate Launnie's unique story and spark pride, and help promote the city's identity and experiences to visitors. The brand is an ideal vehicle to use to talk about where your event will be hosted and what your attendees should expect.</p> <p>Recipients of funding must use the supplied destination marketing digital assets across own communication channels when talking about Launceston.</p> <ul style="list-style-type: none"> • Specific requirements: <ul style="list-style-type: none"> > dedicated content block or landing page on event website created using supplied wordmark, destination pitch and photography > destination pitch and photography used when talking about event location > social media posts x 3 ahead of and during event - supplied FB/IG tile in content file > optional: merchandise. Please contact launnie@launceston.tas.gov.au if you would like to discuss providing place brand merchandise to customers or event team. • Please note that the Place Brand is separate to the City of Launceston (CoL) corporate brand. The City of Launceston logo must be used across all signage and printed collateral to demonstrate support. 	

Contact launnie@launceston.tas.gov.au with any queries.

Required Ticket Allocation

- Councillor and partner attendance (up to 24 tickets/entries or invitations)
City of Launceston discretionary distribution (L1 up to 10 tickets/entries or invitations - L2 up to 12 tickets/entries or invitations).

If the event is a multiday event (e.g. a festival including many individual event components) please contact the Grants and Sponsorship Officer to discuss the ticket allocation for the event.

Information required in acquittal form	
Event Sponsorship up to \$12,500 (L1)	Event Sponsorship up to \$20,000 (L2)
<p>Basic acquittal information:</p> <ul style="list-style-type: none"> ● Estimation of the number of local, intrastate, and interstate attendees/participants. ● Number of volunteers and/or staff involved in the event. ● Total length of visitor stay. ● Number of local businesses used. ● Audience reach on social media and inclusion of any media stories. ● Statement of income and expenditure for the event. ● Any notable achievements relating to the event. ● Summary addressing how the City of Launceston sponsorship conditions were met in relation to acknowledgement and tickets/entry to the event. ● Two high resolution images that capture the most unique parts of the event, for the City of Launceston to utilise for marketing purposes. Images used will be credited. <i>(provision of images is optional)</i> 	<p>Basic acquittal information as per Level 1, plus patron survey.</p> <p>The survey will include the following questions:</p> <ul style="list-style-type: none"> ● Postcode ● How did you find out about the event? ● If you don't live locally, what was the primary purpose of your visit? ● Did you stay in paid accommodation? - if yes, for how many nights? ● Would you attend the event in the future?

PURPOSE

A guide to Council Major Event Sponsorship Program.

SCOPE

Applies to individuals or organisations seeking Council sponsorship for events.

RELATED POLICIES & PROCEDURES

[05-PI-012 Events Sponsorship Policy](#)

DOCUMENT INFORMATION

Reference number	05-Rfx-019
Version	15/12/2022
Review	31/03/2023
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System	Events
Document type	Details Procedure
Responsible Directorate	Community and Place
Approved by	Manager Liveable Communities
Action Officer	Stephanie Berns
Text search key words	Event sponsorship events

To be communicated to (To be identified by Approver) (Insert ✓ in relevant row)		Department/Area only
		Directorate via Director and Managers
		Specific Areas: •
		Organisation-wide
	✓	Website
	Intranet (via a link)	

Hard copy distribution	N/A
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