

Awarding Sponsorship Program

ABOUT PROGRAM

The Awarding Sponsorship Program supports the attraction and growth of hero/signature and regional level initiatives, programs and events that contribute to the vibrancy of the Central Coast and provide a measureable return on investment to the community.

EXPECTED PROGRAM OUTCOMES

Funding is available for high quality initiatives that support local business and contribute to the vitality and culture of our region. As well as contributing to a range of community development, cultural, sporting, social or environmental goals in one or more of the following ways:

1. Raising the Central Coast region's profile
2. Supporting the local economy and places
3. Creating employment opportunities
4. Encouraging visitation and supporting tourism
5. Business initiatives that deliver economic benefits

When you apply, you are encouraged to demonstrate how your initiative delivers on elements of the [One - Central Coast Community Strategic Plan](#), the Central Coast Major Events Strategy or the [Central Coast Destination Management Plan](#).

One Central Coast Community Strategic Plan Alignment Areas for Community Development

Smart Objectives:

C1 Target economic development in growth areas and major centres and provide incentives to attract businesses to the Central Coast.

C3 Facilitate economic development to increase local employment opportunities and provide a range of jobs for all residents.

C4 Promote and grow tourism that celebrates the natural and cultural assets of the Central Coast in a way that is accessible, sustainable and eco-friendly.

D1 Foster innovation and partnerships to develop local entrepreneurs and support start-ups.

Belonging Objectives:

B2 Promote and provide more sporting, community and cultural events and festivals, day and night, throughout the year.

B4 Activate spaces and places to complement activity around town centres, foreshores, lakes and green spaces for families, community and visitors.

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SPONSORSHIP FUNDING CATEGORIES

Up to three (3) years of funding is available under two Sponsorship Categories for events, activities and other initiatives:

Category 1 - Hero / Signature Initiatives

Funding amount: Negotiated amount

Category 1 encourages hero or signature events or initiatives to be established on or relocated to the Central Coast.

Category 2 - Regional Initiatives

Funding amount: Up to \$50,000 (+ GST) per initiative

Category 2 encourages regional events or initiatives that generate return on investment to the Central Coast by attracting visitors, supporting economic development, activating place or providing exposure and profiling the Central Coast region. These can be projects, programs or events in the areas of social and environmental initiatives; business and economic initiatives; and sporting, recreation and cultural initiatives.

Initiatives can be one-off or recurrent.

ELIGIBILITY

All applicants to the Awarding Sponsorship Program must be the initiative owner, must be financially solvent, and must be a:

- For profit organisation;
- Sole Trader or Individual;
- Be a legally constituted not-for-profit organisation; or
- Auspiced by a not-for-profit organisation.

To apply you must:

- Operate within the Central Coast area or be able to demonstrate that the project will benefit residents of the Central Coast community.
- Demonstrate that there is no real or apparent conflict between the initiative and the objectives of Council, including the Council's vision, mission, image and reputation.

KEY DATES

Category 1 – Hero/ Signature Initiatives	Category 2 – Regional Initiatives
Applications can be submitted anytime. Council may from time-to-time open Expressions of Interest for specific Category 1 focus areas. Applicants should contact Council's Marketing team to discuss their initiative and its eligibility prior to submitting an application.	Open for applications twice per annum: <ul style="list-style-type: none">• Round 1 – Opens in September 2018• Round 2 – Opens in February 2019 Details are available on the website.

Applicants should note that the application and assessment process can take up to three (3) months and funding cannot be awarded retrospectively.

You are advised to apply at least four months in advance of your initiative dates.

TYPES OF INITIATIVES SUPPORTED

Initiatives that:

- 1.1 Are for people from a range of cultures and ethnic backgrounds and appeal to a broad reach of the community, regardless of age, gender, ability, ethnicity or religion.
- 1.2 Support economic development and tourism outcomes. This can include, but is not limited to, support for business events, programs and initiatives, support for major events and festivals, and initiatives that enhance the reputation of the Central Coast.
- 1.3 Provide marketing and promotion of the Central Coast through apps, online initiatives or other initiatives.

All applications must be for either a specific initiative completed within a fixed timeframe or a set of activities (such as market research or business planning) to assist an initiative to obtain funding from other programs (such as Destination NSW funding programs).

TYPES OF ACTIVITIES SUPPORTED

Activities supported include (but are not limited to):

- 2.1 Venue hire and other costs specific to the initiative, determined on a case by case basis.
- 2.2 Temporary event infrastructure (marquees, stages, etc) that is likely to improve the participant/ attendee experience.

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- 2.3 Infrastructure development or relocation costs for a major initiative that is relocating to the Central Coast from outside the region.
- 2.4 Marketing and promotions.
- 2.5 Marketing, PR and digital specialists or consultancy fees subject to Central Coast Council approval of a brief.
- 2.6 Brand design and development.
- 2.7 Attendee research or market research.
- 2.8 Feasibility studies for events or activities to be located on the Central Coast.

TYPES OF INITIATIVES NOT SUPPORTED

- 3.1 Initiatives that duplicate an existing festival, event or initiative that operates in the Region.
- 3.2 Regular (such as weekly or monthly) community events such as markets, bazaars, local sports meets (home/away games, local tournaments), school fairs, local club gatherings (RSL, Rotary, Chambers of Commerce, etc.), classes and workshops.
- 3.3 Initiatives that have no expectation of a commercial return or benefit to the Central Coast community.
- 3.4 Initiatives that have a religious ceremony or celebration as the principal focus such as: Christmas celebrations or the similar festivals of other religions. Events held over religious holiday weekends will be considered if the religious festival is not the focus of the event (e.g. food or music festivals).
- 3.5 Community public holiday celebrations such as Anzac Day or New Year's Eve if the holiday is the primary focus. Events held on public holidays will be considered if the holiday is not the focus of the event.
- 3.6 Touring events such as circuses and fun fairs.
- 3.7 Promotional events where the marketing of a product is the principal objective.
- 3.8 Endorsements, donations, philanthropic gestures, bequests or gifts, which impose no obligations on the receiver and offer little or no return to Council.
- 3.9 Purchasing or selling goods or services for value, including advertising space, editorial comment or advertorials.
- 3.10 Events or initiatives owned or operated by an agency or entity of Central Coast Council.

- 3.11 Where funding is for prize money, gifts or contributions to charitable groups. (Where some event proceeds go to charity, evidence will be required to show adequate funds are retained for the ongoing operation of the initiative).
- 3.12 General fundraising appeals and activities associated with fundraising appeals.
- 3.13 General administration costs, including rent of place of business or staff costs.
- 3.14 Purchase of land or buildings for private use.

Where alternative funding options exist for any of the above exclusions, applicants will be advised accordingly.

THE FOLLOWING ARE INELIGIBLE

- 4.1 Late or incomplete applications.
- 4.2 Applicants who have overdue acquittals from previous funding from Council under any of Council's programs.
- 4.3 Events, projects or activities with a religious, political or sectarian purpose, where that purpose may exclude or offend members of the broader community.
- 4.4 Initiatives that discriminate on the basis of race, sex, age, disability or religion.
- 4.5 Applications seeking funds for retrospective projects or activities (any project or activity commencing before the funds are awarded).
- 4.6 General fundraising appeals.
- 4.7 Applicants from organisations that carry a high risk to Council's reputation and goodwill through inappropriate association, e.g. Tobacco, Alcohol or Drug related sponsorships.
- 4.8 Where the organisation, its parent company, subsidiary companies or affiliates are not financially sound, involved in unethical business practices, or have links to individuals or organisations of poor repute.
- 4.9 Where the sponsorship is perceived, promoted or publicised as an endorsement of an organisation or its products.
- 4.10 Proposals from Government Departments, agencies or any Council.
- 4.11 Proposals from employees or Councillors of Central Coast Council (both in a paid or voluntary capacity).
- 4.12 Proposals that duplicate a project, service or activity already existing within the Local Government Area.

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- 4.13 Applications seeking funds for prize money, gifts and or awards including trophies, gift vouchers.
- 4.14 Proposals that are for funding the core business of the organisation.
- 4.15 Works to buildings or property.
- 4.16 Purchase of land or buildings.
- 4.17 Applicants who have an outstanding debt to Council.
- 4.18 Applications seeking funds for salaried or waged positions
- 4.19 Projects that have commenced before funding is awarded.

Where alternative funding options exist for any of the above exclusions, applicants will be advised accordingly.

ASSESSMENT CRITERIA

Each application will be assessed as follows:

- 5.1 **Project Idea** – The extent to which the project addresses one or more identified program outcomes.
- 5.2 **Budget** - The extent to which the budget is comprehensive, realistic and provides value for money.
- 5.3 **Support** – The amount of partnerships and financial support from other government agencies, businesses or community organisations that is demonstrated.
- 5.4 **Sustainability** - The applicant demonstrates strategies and measures for the project to be self-sustaining beyond the funding period.
- 5.5 **Capacity** - Capacity of the organisation to successfully complete the project.

As funding is limited, not every application that meets the assessment criteria will necessarily be successful with being allocated funding or the full funding requested.

HOW TO APPLY

- 6.1 Category 1 - applicants seeking sponsorship under Category 1 should contact the Marketing team to discuss their proposal.
- 6.2 Category 2 – applications are accepted online through Central Coast Council's website www.centralcoast.nsw.gov.au/funding and the appropriate online application form by the advertised closing date for applications. Assistance is provided to any group or individual if requested to ensure access and support with the online system.

- 6.3 You can apply for funding for more than one project by submitting a separate application for each project. Only one application per project, per financial year, may be successful in obtaining funding across any of Council's funding programs.
- 6.4 Multi-year sponsorship applications will need to provide:
 - A multi-year budget
 - An outline of projected growth and the strategies in place to support achievement of this growth.
 - Sustainability outcomes that show how the initiative may become independent/self-sustaining.

ASSESSMENT PROCESS

- 7.1 All applications will be assessed by a Grants and Sponsorship Review Panel and recommendations presented to Council for endorsement.
- 7.2 Central Coast Council reserves the right to request further information in considering any application as well as the right to reject any application that does not meet the criteria.
- 7.3 Council reserves the right to award an amount less than that applied for if it is assessed that the amount requested is not justified by the information provided in the application or the full amount is not available at the time of the request.
- 7.4 Applications may be assigned to another funding program as part of the assessment process if the original funding program selected by the applicant is not deemed the most appropriate for the initiative.
- 7.5 All decisions of Central Coast Council are final and no negotiations will be entered into.

NOTIFICATION AND PAYMENT

- 8.1 All applicants will be notified of the outcome of their application.
- 8.2 Unsuccessful applicants are encouraged to seek feedback from Council's Marketing Team on their application. Some grant programs are highly competitive and even though an application may meet the program criteria it may not be competitive against other applications.
- 8.3 Successful applicants will be required to sign a Funding Agreement outlining the requirements of their sponsorship. This Funding Agreement must be signed prior to funding being provided.
- 8.4 All projects must be completed as agreed upon within the funding agreement.

- 8.5 All successful applicants are required to provide acquittal reports on their project as per their Funding Agreement.
- 8.6 Applicants who do not complete and return an acquittal report will be ineligible for any future funding.

ADDITIONAL INFORMATION

- 9.1 In addition to the completed application form, the following must be provided:
- A copy of your most recently audited financial statements (or a statement of income and expenditure signed by your finance manager, if your organisation is not subject to audit requirements).
 - Your organisation's most recent Annual Report - minimum of Form A12, if this is your annual reporting obligation to NSW Fair Trading.
 - Evidence of other funding secured or applied for (if relevant).
 - A copy of your organisation's Certificate of Incorporation or evidence of being a legally constituted not-for-profit organisation or Authority to Fundraise from the NSW Office of Liquor, Gaming and Racing.
 - A copy of your organisation's public liability insurance certificate or a written quotation for public liability insurance cover for \$20 million.
- 9.2 Offer of funds by Council in no way implies any ongoing funding commitment or obligation by Central Coast Council.
- 9.3 Approval of sponsorship does not imply that Central Coast Council has given any other consent. Applicants should note that many activities require approvals and consents from Central Coast Council, NSW Police and other state government agencies.
- 9.4 To ensure an accountable and transparent assessment process is maintained, Council staff and funding assessors are required to declare any potential pecuniary or non-pecuniary conflict of interest.
- 9.5 All written and verbal communication regarding an application will only be with the applicant or the contact person listed in the application.
- 9.6 All grants are governed by Central Coast Council's Policy for Sponsorship Management.

APPENDIX A – OUTCOMES EXPECTED UNDER EACH CATEGORY

Applications will be required to address one or more of the following Sponsorship Program outcomes for the Category under which you are applying.

Category 1 – Hero/Signature Initiatives – expected outcomes:

1. Relocate a Hero/Signature initiative to the Central Coast or deliver a Hero/Signature initiative or an initiative that demonstrates the capacity to become a Hero/Signature initiative on the Central Coast during the course of the sponsorship.
2. Deliver a series of three (3) or more regional events or initiatives within a 12 month period to activate town centres / places across the Central Coast, that together add-up to a Hero / Signature initiative.
3. Establish or market new initiatives, attractions and experiences in line with the Central Coast Destination Management Plan.
4. Deliver an economic initiative to activate town centres or spaces and attract business to the Central Coast or support business growth.
5. Provide national and international exposure and recognition of the Central Coast including attracting significant media from outside the region.
6. Initiative has secured funding from a State or Federal agency such as Destination NSW.
 - **Sponsorship is no greater than 25% of any applicant's total project budget.**
 - **Sponsorship is available for single year or multi-years up to three (3) years.**

Category 2 – Regional Initiatives – expected outcomes:

1. Deliver an initiative that is Regional or demonstrates the capacity to become Regional during the course of the sponsorship.
2. Deliver a series of three (3) or more initiatives within a 12 month period to activate town centres / places across the Central Coast that together add-up to a Regional initiative.
3. Establish or market new attractions and experiences in line with the Central Coast Destination Management Plan.
4. Deliver a Regional economic initiative to activate town centres or spaces and attract business to the Central Coast or support business growth.
5. Deliver business development initiatives that support or recognise excellence and innovation in business on the Central Coast and have an economic benefit to the Central Coast.
6. Deliver business conferences or initiatives from outside the region to be held on the Central Coast generating more than 200 visitors overnight to the region.
7. Initiatives or projects that have national, state or Greater Sydney / Newcastle recognition or business initiatives that have regional or state recognition including significant media or online / digital exposure.
8. Initiative has secured funding from a State or Federal agency such as Destination NSW.
 - **Sponsorship is no greater than 50% of any applicant's total project budget.**
 - **Sponsorship is available for single year or multi-years up to three (3) years.**

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Funding Program	Sponsorship Program	
	Category 1 - Hero/Signature Initiatives (Former Tier 1)	Category 2 - Regional Initiatives (former Tier 2 & 3)
	Negotiated Amount	Up to \$50,000 (+GST) per project
Program Objective	Category 1 sponsors Hero / Signature initiatives, projects, programs and events that generate return on investment to the Central Coast, to be established on or relocated to the Central Coast. Initiatives can be in the areas of social and environmental initiatives; business and economic initiatives; and sporting, recreation and cultural initiatives.	Category 2 aims to sponsor Regional initiatives that generate return on investment to the Central Coast in terms of visitor attraction, generating out-of-region profile, activation of places and spaces or economic development. Initiatives can be projects, programs or events in the areas of social and environmental initiatives; business and economic initiatives; and sporting, recreation and cultural initiatives.
Amount	Negotiated on a case-by-case basis	Up to \$50,000
Applicant contribution	Requires 75% contribution by the applicant	Requires 50% contribution by the applicant
Type of Activities	Events or initiatives that attract significant numbers of visitors, participants and media from outside the region and have national or international recognition and support the below objectives of the One – Central Coast Community Strategic Plan 2018-2028.	Initiatives or projects that have national, state or Greater Sydney / Newcastle recognition or business initiatives that have regional or state recognition, which support the below objectives of the One – Central Coast Community Strategic Plan 2018-2028.
Link to Community Strategic Plan	<i>SMART Objectives: C1, C3, C4, D1</i> <i>BELONGING Objectives: B2, B4</i>	<i>SMART Objectives: C1, C3, C4, D1</i> <i>BELONGING Objectives: B2, B4</i>
Eligible Applicants	<ul style="list-style-type: none"> · A legally constituted, not-for-profit organisation. · A group auspiced by a not-for-profit organisation · A business · Individuals 	<ul style="list-style-type: none"> · A legally constituted, not-for-profit organisation. · A group auspiced by a not-for-profit organisation · A business · Individuals
Measure	Economic impact generally in excess of \$5 million net benefit. Economic value is measurable. Expected ROI ratio of at least \$1:\$10.	Economic impact of over \$300,000 net benefit. Economic value is measurable. Expected ROI ratio of up to \$1:\$6.
Funding Rounds	Open throughout the year.	Two rounds per year.