

## GUIDELINE

# Awarding Sponsorship Program

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## 1 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.

## 2 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 [Special Event Guidelines](#) or the [Central Coast Destination Management Plan](#).

## One Central Coast Community Strategic Plan Alignment Areas for Community Development Program

### 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.

## 3 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.*

## 4 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.

## 5 KEY DATES

### Category 1 - Hero / Signature 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. Category 2 - Regional Initiatives

### Category 2 – Regional Initiatives

Open for applications twice per annum:

- Round 1 – Opens in August 2019
- Round 2 – Opens in February 2020

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.

## 6 TYPES OF INITIATIVES SUPPORTED

Initiatives that:

- 6.1 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.
- 6.2 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.
- 6.3 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).

## 7 TYPES OF ACTIVITIES SUPPORTED

Activities supported include (but are not limited to):

- 7.1 Venue hire and other costs specific to the initiative, determined on a case by case basis.
- 7.2 Temporary event infrastructure (marquees, stages, etc) that is likely to improve the participant/ attendee experience.
- 7.3 Infrastructure development or relocation costs for a major initiative that is relocating to the Central Coast from outside the region.
- 7.4 Marketing and promotions.
- 7.5 Marketing, PR and digital specialists or consultancy fees subject to Central Coast Council approval of a brief.
- 7.6 Brand design and development.
- 7.7 Attendee research or market research.
- 7.8 Feasibility studies for events or activities to be located on the Central Coast.

## 8 TYPES OF INITIATIVES NOT SUPPORTED

- 8.1 Initiatives that duplicate an existing festival, event or initiative that operates in the Region.
- 8.2 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.
- 8.3 Initiatives that have no expectation of a commercial return or benefit to the Central Coast community.

- 8.4 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).
- 8.5 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.
- 8.6 Touring events such as circuses and fun fairs.
- 8.7 Promotional events where the marketing of a product is the principal objective.
- 8.8 Endorsements, donations, philanthropic gestures, bequests or gifts, which impose no obligations on the receiver and offer little or no return to Council.
- 8.9 Purchasing or selling goods or services for value, including advertising space, editorial comment or advertorials.
- 8.10 Events or initiatives owned or operated by an agency or entity of Central Coast Council.
- 8.11 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).
- 8.12 General fundraising appeals and activities associated with fundraising appeals.
- 8.13 General administration costs, including rent of place of business or staff costs.
- 8.14 Purchase of land or buildings for private use.

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



## 9 THE FOLLOWING ARE INELIGIBLE

- 9.1 Late or incomplete applications.
- 9.2 Applicants who have overdue acquittals from previous funding from Council under any of Council's programs.
- 9.3 Events, projects or activities with a religious, political or sectarian purpose, where that purpose may exclude or offend members of the broader community.
- 9.4 Initiatives that discriminate on the basis of race, sex, age, disability or religion.
- 9.5 Applications seeking funds for retrospective projects or activities (any project or activity commencing before the funds are awarded).
- 9.6 General fundraising appeals.
- 9.7 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.
- 9.8 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.
- 9.9 Where the sponsorship is perceived, promoted or publicised as an endorsement of an organisation or its products.
- 9.10 Proposals from Government Departments, agencies or any Council.
- 9.11 Proposals from employees or Councillors of Central Coast Council (both in a paid or voluntary capacity).
- 9.12 Proposals that duplicate a project, service or activity already existing within the Local Government Area.
- 9.13 Applications seeking funds for prize money, gifts and or awards including trophies, gift vouchers.
- 9.14 Proposals that are for funding the core business of the organisation.
- 9.15 Works to buildings or property.

- 9.16 Purchase of land or buildings.
- 9.17 Applicants who have an outstanding debt to Council.
- 9.18 Applications seeking funds for salaried or waged positions
- 9.19 Projects that have commenced before funding is awarded.

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

## 10 ASSESSMENT CRITERIA

Each application will be assessed as follows:

- 10.1 *Project Idea* – The extent to which the project addresses one or more identified program outcomes.
- 10.2 *Budget* - The extent to which the budget is comprehensive, realistic and provides value for money.
- 10.3 *Support* – The amount of partnerships and financial support from other government agencies, businesses or community organisations that is demonstrated.
- 10.4 *Sustainability* - The applicant demonstrates strategies and measures for the project to be self- sustaining beyond the funding period.
- 10.5 *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.

## 11 HOW TO APPLY

- 11.1 Category 1 - applicants seeking sponsorship under Category 1 should contact the Marketing team to discuss their proposal.
- 11.2 Category 2 – applications are accepted online through Central Coast Council's website [www. centralcoast.nsw.gov.au/funding](http://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.
- 11.3 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.
- 11.4 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.

## 12 ASSESSMENT PROCESS

- 12.1 All applications will be assessed by a Grants and Sponsorship Review Panel and recommendations presented to Council for endorsement.
- 12.2 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.
- 12.3 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.

- 12.4 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.
- 12.5 All decisions of Central Coast Council are final and no negotiations will be entered into.

## 13 NOTIFICATION AND PAYMENT

- 13.1 All applicants will be notified of the outcome of their application.
- 13.2 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.
- 13.3 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.
- 13.4 All projects must be completed as agreed upon within the funding agreement.
- 13.5 All successful applicants are required to provide acquittal reports on their project as per their Funding Agreement.
- 13.6 Applicants who do not complete and return an acquittal report will be ineligible for any future funding.

## 14 ADDITIONAL INFORMATION

14.1 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.

14.2 Offer of funds by Council in no way implies any ongoing funding commitment or obligation by Central Coast Council.

14.3 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.

14.4 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.

14.5 All written and verbal communication regarding an application will only be with the applicant or the contact person listed in the application.

14.6 All grants are governed by Central Coast Council's Policy for Sponsorship Management.

## 15 KEY CONTACTS

### *Sponsorship Enquiries*

Sponsorship Team

E: [sponsorship@centralcoast.nsw.gov.au](mailto:sponsorship@centralcoast.nsw.gov.au)

### *Grant Enquiries*

Community Planning and Funding Team

E: [community.grants@centralcoast.nsw.gov.au](mailto:community.grants@centralcoast.nsw.gov.au)

P: 02 4350 5360

### *Event Enquiries*

[Events](#) and Place Activation Team

P: 02 4350 5555

### *Quotes and bookings for Council's Open Space Areas*

Council has a range of spaces available for hire via our online [hall and venue finder](#) and [park and sportsground finder](#).

P: (02) 4325 8222 or (02) 4350 5555