



Festivals and Events Sponsorship Program

2019/2020 Guidelines and Application Form

Festivals & Events Sponsorship Program

Festivals & Events in Victor Harbor

The City of Victor Harbor is committed to fostering a vibrant festival and event culture that delivers economic, social and promotional outcomes for its community.

Through the Festivals & Events Sponsorship program, the City of Victor Harbor seeks to:

- Foster a range of events that cultivates a vibrant community culture, expands the economy and enhances the visitor experience
- Support respectful co-existence between events and the local business community and residents, aiming for collaborative business and social opportunities, by ensuring a good fit between an event type and an event site.
- Aim to strike a balance between stimulating quality events and the environmental and community impacts.
- Consult impacted community members as far in advance as possible of an upcoming event.
- Support event organisers to hold welcoming, accessible and safe events that enhance Victor Harbor's brand.
- Support events that enhance Victor Harbor's brand, improve business climate and encourage community participation and interaction.
- Encourage events that support off-season visitation to the city.

Relevant Council Documents

- City of Victor Harbor Community Plan 2036 & Strategic Directions 2016-2020.
- City of Victor Harbor Economic Development Strategy 2020-2024
- City of Victor Harbor Festivals and Events Policy

About the program

The Festivals & Events Sponsorship Program is to provide financial and in kind supported to eligible groups and organisations to assist in the staging of events and festivals that support the outcomes of the City of Victor Harbor Community Plan 2036 and Festivals and Events Policy.

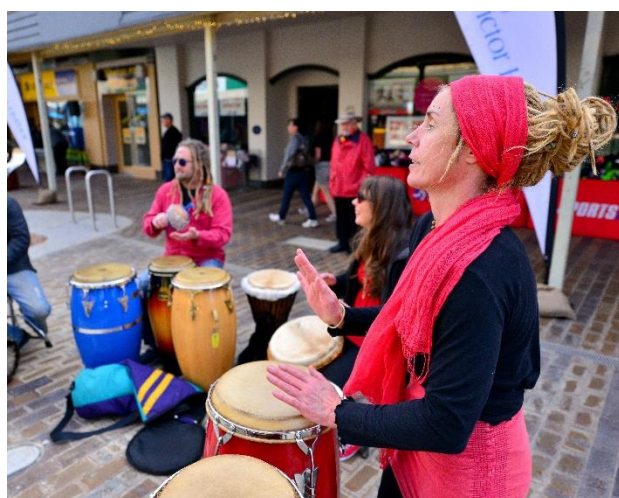
2019/20 Funding Available

FUNDING STREAM	ANNUAL FUNDING POOL
Festivals and Events Program (new or existing events)	\$35,000

** Funding pool may include financial or in kind contributions from Council or a combination.*

Council reserves the right to vary the level of financial assistance provided.

For events occurring between 1 November 2019 and 30 June 2020.



What the guidelines cover

- Who can apply?
- What is the application process?
- Notification and Payment
- Reporting and Acquittals
- How Sponsorship applications will be assessed?
- Assessment Criteria
- What will NOT be funded?
- Important dates for the 2019/20 Sponsorship Program
- How to apply?



Who can apply?

Applications will only be considered from not-for-profit organisations or groups including:

- Incorporated associations;
- Not-for-profit companies limited by guarantee.

Note: Individual applicants are ineligible to apply.

Application and approval process?

Applicants seeking funding or in kind support can apply by submitting an application form within the given timeframes.

Separate applications must be submitted by organisations applying for multiple events/festivals i.e. one application per event/festival.


All questions in the application form must be answered and any requested attachments provided in order to be assessed.

You must not refer to an attached document as your only response to a question. You may, however, reference an attachment in support of your answer.

The City of Victor Harbor 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.

Applications may be assigned to a new 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 nature and scale of the event/festival proposed.

If you are using an outdoor public space for your event (e.g. Reserve, Park, Oval, street) you are required to make a tentative booking prior to submitting your sponsorship application.



If Council endorses your application for funding, you are responsible for confirming your venue booking and for all infrastructure required to hold your event or festival, unless otherwise agreed in your sponsorship.

Sponsorship approval does not automatically provide approval for the use of Council's public land or facilities. Event Reserve Hire or Facilities Hire application and necessary development approval processes must be completed, and subsequent approval granted prior to your event being held.

Notification and Payment/Delivery

Following the decision at a Council meeting, all applicants will be notified in writing of the outcome of their application. The decision will also be included in the Council meeting minutes.

The funding decision made by Council is final.

Prior to payment all successful applicants will be required to:

- Provide City of Victor Harbor with a copy of the organisations Public Liability Insurance "Certificate of Currency" (minimum \$20 million) noting the City of Victor Harbor as an interested party;
- Provide a tax compliant invoice for the agreed amount of funding plus GST (10%) (if registered for GST)

Reporting and Acquittals

All successful applicants will be required to complete a Post-Event Report on all outcomes of the project supported by the City of Victor Harbor. Where financial support has been provided an acquittal will also need to be completed.

Reporting is required within 90 days from the conclusion of each event/festival.

Applicants who do not complete and return the post-event report and/or acquittal report will be ineligible for future funding.

How are sponsorship applications assessed?

Once submitted, an application will be assessed against the following:

- Eligibility criteria;
- Assessment criteria;
- Available Council funding.
- The alignment of the event with Councils strategic objectives.

Assessment Criteria

The Festivals & Events Sponsorship Program is highly competitive and the City of Victor Harbor can receive more funding applications than it can support. The success of an application is determined by its merits against the below assessment criteria and in competition with other submissions under the same category. Applications that meet eligibility and assessment criteria are not guaranteed funding.

Criteria	Consideration	Weighting
Economic Benefit	The extent to which the event/festival provides a measurable economic benefit to the City of Victor Harbor and supports local businesses. Supporting evidence will be highly advantageous.	20%
Appeal	The ability of the event/festival to activate spaces in the city and attract and grow visitation, overnight stays throughout the year and grow participation.	25%
Liveability/Community Activation	The degree to which the event/festival assists in the development of a strong and resilient community and increases participation in the community of all ages, cultures and means	20%
Promotion of Victor Harbor	The extent to which the events/festival proposes to, and has the capability to raise awareness of, or increase the profile of, the City of Victor Harbor.	15%
Environmental	The degree to which the event/festival employs environmentally sustainable practices	10%
Event Sustainability	The degree to which the event/festival and/or organisation is financially viable and is sustainable with or without City of Victor Harbor sponsorship funding in future years.	10%
Total		100%

What will NOT be funded?

Applications ineligible for funding through the Sponsorship Program include:

- Events/festivals occurring outside the City of Victor Harbor boundary, unless it can be demonstrated the event will have significant benefit to the City of Victor Harbor community.
- Those contravening an existing City of Victor Harbor policy or operating procedure.
- Events/festivals that denigrate or exclude any groups in the community;
- Events/festivals that have proven safety and/or environmental hazards without genuine mitigating strategies.
- Funding requests for capital expenditure items relating to purchase or lease of real estate, renovation, repair or maintenance of equipment.
- Past funding recipients with outstanding debts to the City of Victor Harbor and/or incomplete reporting on previous funding;
- Retrospective requests for funding;
- Funding requests for general fundraising activities;

- Funding requests from State or Australian Government departments, other Councils or individual private enterprises;
- Funding requests from commercial organisations operating on an expected profit basis;
- Funding requests for programs or services that are the core responsibility of other levels of Government.

More Information

For more information or assistance with your application, please contact:

Stacey Richardson
 Festivals and Events Officer
 City Activation, Community and Development
 Phone: 8551 0593 (Tuesday to Thursday)
 Email: srichardson@victor.sa.gov.au

Fees and Charges

City of Victor Harbor fees and charges apply to all events and festivals held at Council managed properties including Reserves, Ovals, Victor Harbor Town Hall and Recreation Centre. You must include all City of Victor Harbor fees and charges as part of your sponsorship application as the City of Victor Harbor will not waive fees associated with your event e.g. road closures, cleaning, waste, site fees in addition to any funding endorsed.

Councils Fees & Charges are available from www.victor.sa.gov.au

Important dates for the Sponsorship Program

1 August 2019	Round 1 sponsorship applications open
30 August 2019	Round 1 sponsorship applications close 5.00pm
September	Applications assessed
October	Funding recommendations presented to Council for endorsement
13 January 2020	Round 2 sponsorship applications open
28 February 2020	Round 2 sponsorship applications close 5.00pm
March	Applications assessed
March	Funding recommendations presented to Council for endorsement


How to apply

It is highly recommended that new applicants contact Councils' Festivals & Events Officer prior to submitting an application to discuss the proposed event.

Applications can be submitted by hard copy

Applications may be submitted via email provided the application has been signed.

Applicants must also keep a copy of their application for future reference.



Completed applications can be mailed to:

Attention: Festivals and Events Officer
City of Victor Harbor
PO BOX 11
Victor Harbor SA 5211

Or delivered in person

Festivals and Events Officer
City of Victor Harbor - CIVIC Centre
1 Bay Road
Victor Harbor SA 5211

Late applications cannot be accepted.

Applications can be lodged until 5:00pm on the closing date.

Postal applications must be postmarked on or before the closing date.



Festivals & Events Sponsorship Application Form

Event Name

Event Name	
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Applicant Details

Organisation	
Contact person	
Email	
Telephone	
Postal Address	

Event Details

Event Date/s	
Event Times	
Event venue/s	

Provide a description of the event including the purpose of the event and what it involves.

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Key Objectives

Outline the key goals of the event? Why are you organising this event?

If an existing event, outline any new initiatives that you are planning to undertake to achieve your key goals for this year's event?

Key Target Audiences

Describe the people you want to attract to your event. Identify your primary target audiences (i.e. the main group of people you want to attract) and your secondary target audience (the second most important group of people you want to attract). Describe your audiences in as much detail as you can – e.g. age, gender, where they are from, what they like, type of jobs, income brackets, what they read/listen to/watch/engage with etc.

Examples:

Primary target audience:

- *People who currently compete in our sport/activity/special interest area. The majority are aged from 18 – 55 years, 60% men, 40% women, from Adelaide, western VIC (within a 3 hour radius of Adelaide), and most have a passion for surfing, and many are in trades with their own business.*

Secondary target audience:

- *People who have not previously competed in our event (or possibly other events) but are currently active water activity enthusiasts. They include people from Adelaide and regional locations across South Australia, enjoy surfing recreationally.*

Primary target audience:

Secondary target audience:

Marketing Activities

Select which tools you plan to use to promote your event. Below are examples of tools (there are likely to be other tools available to your event not listed). Select only the tools that will most effectively reach your target audiences, taking into consideration your expertise, resources and budget.

MARKETING TOOLS	✓ DIGITAL, ONLINE	✓
Word of Mouth	Website	
<i>Identify ways spread event via word of mouth</i>	<i>Update web site</i>	
Databases/Direct mail	Social Media, Blogs, Forums	
<i>Mail and email addresses</i>	<i>Facebook, Twitter, YouTube, Instagram, etc</i>	
Loyalty/Return visitation program	Event Apps	
<i>E.g. discounts, special offers, thank you cards</i>	<i>App or QR code for posters, adverts, fliers etc</i>	
Ticketing	On-line advertising	
<i>Selling methods, online, at events, sign up days etc</i>	<i>Google ads, Facebook etc</i>	
Signature	SMS	
<i>Include event details in email signatures.</i>	<i>SMS updates, details etc</i>	
PUBLICITY /PUBLIC RELATIONS	On-line Calendar listings	
Free Editorial	<i>Event web site calendars, Council, Visitor Centre etc</i>	
<i>Editorial stories, pictures, listings etc</i>	MARKETING MATERIALS	
Launch	Marketing Material	
<i>Launch for media, sponsors, stakeholders etc</i>	<i>Fliers, posters, programs etc and distribution plan</i>	
Functions	Signage; banners	
<i>Thank you functions, awards, welcome events etc</i>	<i>Signs on town entrances, other locations, venues</i>	
Guest speaking opportunities	Notice Boards/Letter box drops	
<i>Promote event at speaking engagements</i>	<i>Notices on notice boards; shops, letter box drops</i>	
Other Events / Promotions	Outdoor advertising	
<i>Attend other events, shopping centres etc</i>	<i>Buses, billboards, signage, banners</i>	
MEDIA – Editorial, Advertising		
Media Releases		
<i>Determine topics, dates, distribution strategy</i>	COMMUNICATIONS	
Television	Local Politicians	
<i>Sponsorship, community service announcements, news stories</i>	<i>Request inclusion in newsletters, at office etc</i>	
Radio	Council, Tourism, Businesses	
<i>Sponsorship, community service announcements, paid ads, prize giveaways, news stories, interviews</i>	<i>Identify opportunities for advertising, promotions, special offers, cooperative marketing etc</i>	
Newspapers	Co-promoters	
<i>Sponsorship, advertising, media releases, prize giveaways, joint sponsor promotions/adverts</i>	<i>Identify potential partners to promote event – e.g. sponsors, local businesses, tourism, retailers</i>	
Magazines, Trade publications etc	EVALUATION	
<i>Media releases, stories, pictures, advertising</i>	Media Clippings	
What's On Event listings	<i>Collate use the following year and to evaluate marketing</i>	
<i>Local, regional, state newspapers, magazines, etc</i>		



Event Sustainability

Events need to demonstrate that they are financially sustainable, or have the ability to generate supporting revenue. Events are encouraged to have multiple income streams to ensure sustainability. Events that rely heavily on grants and major sponsorships need to demonstrate how the risks associated with these arrangements are managed.

Are you charging participants and entry fee? **Yes / No** (circle)

If yes, please provide details of fees:

Will you be charging stall holders a site fee? **Yes / No** (circle)

If yes, please provide details of fees:

What products/services are your stall holders likely to sell/provide at your event?

What is the potential ability for your event to become sustainable beyond Council's funding?

Are you approaching additional sponsors? Provide details

Provide detail on the events ability to develop new or increase existing income streams?

List the key stakeholders involved in your event? I.e. sporting bodies, government agencies, business associations.

Economic and Tourism Benefits

What is the expected attendance at your event likely to be?

Total number of visitors	
Local community – Fleurieu Peninsula	%
SA (Metro/regional)	%
Interstate visitors	%
International visitors	%

What is the expected length of stay by visitors to your event likely to be?

Day trippers	%
One night stay	%
Two night stay	%
3+ night stay	%

What are the above numbers based on? I.e. survey data, feedback forms.

Elaborate on your events ability to attract additional visitors to the City, in particular the events ability to attract more overnight visitation?

Do you believe your event has the potential to grow into a significant regional event?

How does your event complement other events and/or fill a gap in the City's events calendar in particular the 'Off Peak' tourism season (May – September)

Provide details on the events ability to attract positive media attention that will present an appealing impression of the City.



Community Activation

Clearly outline the expected benefits back to the local community that may come from your event. Supporting evidence that supports your claim is encouraged.

Are there opportunities for members of the community to be involved in the delivery of your event, or be part of your event? i.e volunteering, stall holder. If yes, provide further details.

Inclusive Events

By planning for and promoting an inclusive event, it is likely that more people will attend the event and have a fantastic experience.

Describe how your event is accessible to people using mobility aids, senior citizens, parents and people with prams or small children, people with a permanent or temporary disability, wheelchair or other devices.

Environmental Impacts

Describe steps that your event has in place to reduce environmental impacts resulting from the event? I.e. recycle and waste bins, compostable cups, minimising single use plastics.



City of Victor Harbor Sponsorship Requested

What type of sponsorship are you requesting?

In-Kind / Cash / Both (circle)

Cash amount requested \$ _____

All cash requests must complete the budget sheet on page 13, and provide a copy of your latest bank statement.

In-kind requested.

Please be aware that Council accounts for all expenses whether cash or in-kind, please itemise requested items including costs where known. I.e. Reserve hire fees, irrigation mark-up, road closure implementation, road closure advertising costs, equipment installation.

Include all costs as per Council's Fees & Charges Schedule *Refer to Council's Fees & Charges available on www.victor.sa.gov.au* or contact Councils Festivals and Events Officer.

Has the Council previously assisted or sponsored your organisation?

All recipients of Council funds must include Council's logo in event flyers and promotional materials for the event commensurate with the level of cash and in-kind sponsorship provided.

Describe other ways that you can recognise Council's contribution to your event?

Festival/Event Income and Expenditure

Please indicated sources of funding for your project. If you do not have exact figures please provide best estimates.

INCOME	AMOUNT
1. COVH Cash grant (if requested)	\$
2. COVH In-kind grant (if requested)	\$
3. Other revenue streams (sponsorship/entry fee/stall holder fee)	\$
	\$
	\$
	\$
	\$
	\$
Total Income	\$
EXPENDITURE	AMOUNT
1. In-kind Council reserve hire fees (if required)	\$
2. Marketing	\$
3. Event equipment	\$
4. Other event costs	\$
	\$
	\$
	\$
	\$
	\$
Total Expenditure	\$

Contacts

List the names and contact details of people that we may contact regarding this application, and to request further information if required.

Name	Phone	Email

Declaration and undertaking by applicant

We the persons making this application declare that:

- a) We have read and understand the guidelines for the City of Victor Harbor Festivals & Events Sponsorship Program;
- b) The information supplied in this application is to the best of our knowledge accurate and complete.

In the event that funding assistance is offered for the project, which is the subject of this application, we undertake to observe the following conditions:

- a) To use the grant only for the purpose outlined in the application, and or the Council resolution.
- b) To seek approval from the City of Victor Harbor for any significant changes to the budget.
- c) To seek prior approval for any significant changes to the project.
- d) To acknowledge City of Victor Harbor in any material relating to the project.
- e) To spend funds within the stated period, except with prior approval from the City of Victor Harbor.
- f) To return unexpended grant monies to the City of Victor Harbor.
- g) To provide a full report within three (3) months of the conclusion of this event.
- h) To submit a detailed statement of expenditure, Acquittal Form and receipts, within three (3) months of the conclusion of the event. The statement of expenditure to be signed by two authorised officers of the applicant.
- i) Event organisers will be required to complete a separate application to hold an event in the City of Victor Harbor and be subject to approval conditions. Awarding of sponsorship does not automatically infer event approval.

Signed by two representatives of the applicant.

Name (please print)	Position	Signature
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Name (please print)	Position	Signature
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Date: _____