

Events & Festivals Sponsorship Program

2020–21 Guidelines



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Guidelines

The purpose of the City of Adelaide Events and Festivals Sponsorship Program is to provide financial support to eligible groups and organisations to assist in the staging of events and festivals that support the outcomes of the City of Adelaide Strategic Plan 2016 – 2020.

Applicants are encouraged to refer to the following City of Adelaide documents prior to submitting an application:

- **City of Adelaide Strategic Plan 2016 – 2020**
- **Adelaide Park Lands Event Management Plan**
- **Live Music Action Plan**
- **Cultural Roadmap**
- **Cultural Strategy**
- **STRETCH Reconciliation Action Plan**
- **Sustainable Event Guidelines**

If you are using an outdoor public space for this event/festival (eg Park Lands, square, street) you are required to make a tentative booking prior to submitting your sponsorship application.

Visit cityofadelaide.com.au/hire for conditions, fees and the venue booking form. If Council approves your sponsorship application for funding, you are responsible for confirming your venue booking and for all infrastructure required to hold your event or festival.

What these guidelines cover

- What type of event/festival might be funded?
- Who can apply?
- What will NOT be funded?
- What is the application process?
- How are applications assessed
- How is funding approved?
- Notification and Obligations
- Reporting and Acquittals
- Assessment Criteria
- Important dates
- More information
- How to apply?

What type of event/festival might be funded?

The City of Adelaide is calling for sponsorship funding applications for events and festivals that bring vibrancy, visitation and economic benefit to the City of Adelaide.

This is the only opportunity to apply for sponsorship funding for events and festivals to be held between 1 July 2020 and 30 June 2021.

Funding may be provided for up to 3 years and successful applicants will receive a minimum of \$5,000.

Biennial events, currently in their off-year, are also invited to apply for funding at this time.

Who can apply?

Applications will be considered from:

- Organisations or groups who are legally constituted as an incorporated association;
- Not-for-profit companies limited by guarantee; and
- Aboriginal and Torres Strait Islander Corporations (under the *Aboriginal and Torres Strait Islander Act 2006*).

What will NOT be funded?

Applications ineligible for funding include:

- Those undertaking canvassing or lobbying of Councillors or employees of the City of Adelaide in relation to their sponsorship request during the application and assessment period;
- Those that do not meet the identified priorities of the city as detailed in the City of Adelaide Strategic Plan 2016 – 2020;
- Events/festivals occurring outside the City of Adelaide boundary;
- Those with an ineffective management structure to manage financial and accounting requirements;
- Those duplicating an existing event/festival operating in the city;
- Those contravening an existing City of Adelaide Policy or Operating Guideline;
- Events/festivals that denigrate or exclude any groups in the community;
- Events/festivals that have safety and/or environmental hazards;
- Funding requests for capital expenditure – ie purchase or lease of real estate, renovation, repair or maintenance of buildings or purchase of major equipment or material goods such as office furniture, computers, playground etc;
- Past funding recipients with outstanding debts to the City of Adelaide and/or incomplete reporting on previous funding;
- Funding requests for reimbursement of funds already spent;
- Funding requests for training or education in government or private institutions, or research activities that will be offered for assessment in such institutions;
- Funding requests for industry events e.g. conferences, tradeshow, exhibitions, award ceremonies etc (there may be an opportunity for these types of proposals to be directly supported by relevant Council Programs provided they can demonstrate value for money and alignment with City of Adelaide priorities);
- Funding requests for interstate and overseas travel expenses;
- 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; and
- Funding requests for programs or services that are the core responsibility of other levels of Government.

Ineligible applications will not advance to the assessment stage and applicants will be notified.

What is the application process?

Applicants seeking funding can apply by submitting an online application form within the given timeframes.

Separate applications must be submitted by organisations applying for funding 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 Adelaide 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 an alternative Council funding program during the assessment process if the funding program selected by the applicant is not deemed the most appropriate for the nature and scale of the event/festival proposed.

How are applications assessed?

Once submitted, an application will be assessed according to:

- Eligibility criteria;
- Assessment criteria; and
- Available funding.

Applicants who meet eligibility and assessment criteria are not guaranteed funding.

The Sponsorship Program is highly competitive, and the City of Adelaide receives more funding applications than it can support. The success of an application is determined by its merits against the assessment criteria and in competition with other submissions.

How is funding approved?

After the assessment process, funding recommendations up to the value of \$10,000 will be referred to the CEO for approval.

Funding recommendations in excess of \$10,000 will be presented to a meeting of the Lord Mayor and Councillors for consideration and endorsement.

Part funding for an event or festival may be recommended to Council/CEO. This decision is carefully considered with the view of maintaining the integrity of the application.

Notification and Obligations

All applicants will be notified of the outcome of their application in writing.

The funding decision made by the City of Adelaide is final.

Successful applicants will be required to:

- Enter into a funding agreement with the City of Adelaide detailing benefits in return for the sponsorship investment as well as mutually agreed KPI's;

- Provide the City of Adelaide with a Certificate of Currency for Public Liability Insurance (minimum \$20 million) noting the City of Adelaide as an interested party;
- Provide the City of Adelaide with the organisation's Return to Work SA certificate of registration, or similar employee insurance policy, if paid staff are employed; and
- Provide the City of Adelaide with a tax compliant invoice for the agreed amount of funding plus GST (10%) (if registered for GST).

Reporting and Acquittals

All successful applicants (including multi-year funding commitments) will be required to provide a detailed written report on all outcomes and KPI's relating to the event/festival funded by the City of Adelaide using the Council's acquittal report template. Acquittal reports will be required within 8 weeks from the conclusion of the event/festival.

Applicants who do not complete and return an acquittal report will be ineligible for any future funding.

Assessment Criteria

Criteria	Consideration	Weighting (%)
Smart	The degree to which the event/festival provides a measurable economic benefit to the City of Adelaide and supports local business	20%
Green	The degree to which the event/festival employs environmentally sustainable practices	20%
Liveable	The degree to which the event/festival assists in the development of a strong and resilient city community and increases participation in city life for people of all ages, cultures and means	15%
Creative	The ability of the event/festival to activate spaces in the city and attract and grow visitors, audiences, participation and visitor bed nights throughout the year	25%
Marketing and Profile	The extent to which the events/festival proposes to raise awareness of, or increase the profile of, the City of Adelaide as a tourist destination	15%
Financial Viability	The degree to which the event/festival and/or organisation is financially viable and sustainable with or without City of Adelaide sponsorship funding	5%
Total		100%

Important dates

18 March 2020	Sponsorship applications open (one round only)
24 April 2020	Sponsorship applications close 5.00pm
April-May 2020	Applications assessed
June 2020	Funding recommendations presented to Council/CEO for endorsement
July 2020	Applicants notified of funding request outcome

Additional Information

Multiple Applications – applications for the same event/festival (different projects) in multiple City of Adelaide funding categories or programs will be considered and assessed on their individual merits.

Fees and Charges – City of Adelaide fees and charges apply to all events and festivals held at Council managed properties including the Park Lands, the Adelaide Town Hall or city streets. You must include all City of Adelaide fees and charges as part of your application budget as the City of Adelaide will not waive fees associated with your event e.g. road closures, cleaning, waste, site fees and does not provide in-kind support in addition to funds approved.

How to apply

Events and Festivals Sponsorship applications must be completed online via the City of Adelaide website:

cityofadelaide.com.au/your-council/funding/sponsorship

Late applications will not be accepted.

Applications must be submitted by 5.00pm on the closing date.

Who to contact for further information and assistance

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

Paula Stankiewicz

Events and Festivals Sponsorship Advisor

Phone: 08 8203 7318 during office hours

Email: **p.stankiewicz@cityofadelaide.com.au**

