

Appendix 1



SPONSORSHIP OR EVENT DEVELOPMENT FUND Application Form

Important - prior to completing this form please refer to the Financial & In-Kind Assistance Guidelines (available at www.westcoast.tas.gov.au) Please note: assistance is restricted to one source of funding from Council i.e. an event is not eligible for sponsorship if, for example, the event has already received funding via the Event Development Fund, or Council's Community Assistance Program.

EVENT / PROJECT DETAILS

Event/projectname

Venue(if applicable)

Date/durationof event/project

Dateapplication completed

Briefdescriptionof event/project

Estimated number of attendees

Locals

Visitors

How will this event /project benefit this audience or the West Coast community?

Event / Project Details ... cont.

Has this upcoming event / project received (or expected to receive) funding (cash or in - kind) from Council via any other source (e.g. Sponsorship, Event Development Fund, Community Assistance Program?) If so, please provide details:

No

Yes

Do you have appropriate approvals? (i.e. street trading, road closure permit, development consent etc.),
If no, why not?

Yes

No

Have you sourced funding from any other levels of government? (If so, please provide details)

No

Yes

Have you sourced sponsorship from any other organisation or business? (If so, please provide details)

No

Yes

Have you attached a copy of your Risk Management Plan? If No, why not?

Yes

No

Have you attached a copy of your insurance cover? If No, why not?

Yes

No

ASSISTANCE PROGRAM AND AMOUNT

Under which Program are you making the application:

Sponsorship

Event Development Fund

Amount of cash requested \$ (Inclusive of GST)

In-kind support:

Please provide details of in-kind support requested

What will West Coast Council receive for this amount?

Please attached any relevant documentation

How will you measure the success of this event / project?

What outcomes are you looking to receive?

ORGANISATION DETAILS

Organisation name

Australian Business Number (ABN)?

Don't have an ABN? - please provide proof of bank account

Are you registered for GST

Yes

No

Are you a not-for-profit organisation?

If yes please provide your Certificate of Incorporation or please provide a letter of agreement from your Administering Organisation to auspice your sponsorship. (a copy of the Administering Organisation's Certificate of Incorporation is also required)

Yes

No

What does your organisation do? (Briefly describe the role of your organisation)

CONTACT DETAILS

Name

Position

Phone

Fax

Mobile

email

Address

Submit application forms to wcc@westcoast.tas.gov.au or address your correspondence to: The General Manager, West Coast Council, PO Box 63, Queenstown TAS 7467

Appendix 2



FINANCIAL AND IN-KIND ASSISTANCE Guidelines for Applicants

Financial and in-kind assistance **will not** be provided to:

- Organisations involved in the manufacture, distribution and wholesaling of tobacco and/or tobacco related products.
- Organisations involved in the manufacture, distribution and wholesaling of pornography related products.
- Organisations whose services or products are injurious to health, and/or are perceived to be in conflict with Council's policies and responsibilities to the community.
- Political or religious activities.
- Sponsorships that imply Council supports excessive alcohol use or gambling.
- Programs that denigrate, exclude or may offend minority community groups.
- Programs that do not reflect community standards.
- Sponsorships which require or imply Council's endorsement of commercial products, services, companies or individuals.

Note: whilst all sponsorships represent a partnership that comes with a level of endorsement from both parties, Logo placement with a 'proudly supported by' tag line does not classify as an endorsement of a business. An image of Councillors using the product saying "it is the best" would be seen as endorsement.

- Sponsorships which personally benefit individual employees or Councillors or their family/friends.
- Sponsorships which give the sponsor influence over the Council and access to restricted information.
- Sponsorships which imply Council endorsement of contentious community issues.
- Persons or organisations who are in breach of regulations or ordinances administered by Council.
- Persons or organisations who are under investigation by any authority.
- Alcohol related sponsorship may be accepted providing such sponsorship is not directly linked to activities, assets, facilities or services for young people under the age of eighteen (18).

APPLICATION GUIDELINES

Council receives numerous applications for assistance throughout the year. When assessing proposals Council will consider the following factors:

- Proposals for events/activities held in West Coast Local Government Area, or those demonstrating a positive impact on the Local Government area will be given priority consideration.
- It is mandatory that events/activities provide evidence of appropriate insurance cover.
- Events/activities evidencing risk management strategies will be highly regarded.
- Does the proposal have broad community support or the potential to reach a wide audience?
- Sufficient lead time should be allowed for Council to consider requests.
- Assistance will not be granted retrospectively.
- Events receiving financial and / or in-kind assistance through West Coast Council's Event Development Fund or Financial Assistance Program are ineligible for additional support via another Program e.g. sponsorship support.



ASSESSMENT GUIDELINES

Council receives numerous applications for assistance throughout the year. When considering proposals Council will also consider the following factors:

- Does the sponsorship align with Council's core values?
- Does the proposal fall within designated budget?
- Does the proposal provide value for money promotion for Council?
- Does the proposal invite Council to develop a positive relationship with the community or niche market through the activity/event?
- Does the sponsorship maximise public relations opportunities for Council?
- Has the organisation included a copy of the following;
 - Risk management plan?
 - Insurance cover documentation?
 - Certificate of Incorporation (or copy of the Administering Organisations certificate of incorporation)?

OBLIGATIONS:

Should your application be successful, your organisation will be requested to complete an Agreement Form.

The form will include information regarding any obligations required of West Coast Council and your organisation.

- Council will be advised in writing if there are significant changes to the event/project as described in the application, or to the contact details of the recipients.
- If the activity/event is cancelled, the funds will be repaid to Council.
- Activities or events receiving \$5,000 or more are required to provide an activities report to Council within 60 days of the conclusion of the event/activity.
- The organisation is responsible for obtaining all Council and other permits and approvals relevant to the activity/event.

Compliance with these obligations will be considered in future funding requests.

