

2025/26 Events Sponsorship
PROGRAM GUIDELINES

Invitation to apply

Aiming to support and enable a vibrant calendar of events for our city

Wagga Wagga City Council (Council) is committed to supporting events within the Wagga Wagga Local Government Area and recognises the value of events in driving visitation, creating social connection, celebrating our culture and enlivening our city.

Council's Event Sponsorship Program aims to fund meaningful, creative and high-quality events for our community and visitors to participate in and enjoy. Organisations wishing to hold events in the Wagga Wagga Local Government Area are invited to apply. Up to \$100,000 is available in funding annually across the Major Events, Festivals and Films Sponsorship Program.

These guidelines have been developed to assist event organisers understand the streams of funding available and the eligibility requirements. All funding streams are highly competitive, and it is recommended that applicants read the guidelines thoroughly to ensure their event is eligible before applying.

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Event Sponsorship Funding

Major Events, Festivals and Films Sponsorship Program		
Incubator Events	New tourism events in their first or second year of development that demonstrate sound organisational planning and a broad appeal that is likely to attract tourism and overnight visitation.	The funding range is: \$3,000 to \$10,000
Developing Events	Developing major tourism events* that have been running for more than two years, that demonstrate sound organisational planning, attract significant attendance and/or overnight visitation and enhances the profile of Wagga Wagga as a regional events destination.	The funding range is: \$3,000 to \$20,000
Flagship Events	Established major tourism events* that have already received three years funding through the Developing Events category and can present a comprehensive strategy for future growth and development of its tourism potential. This sponsorship is triennial in nature to support the continued growth of the event into new visitor markets and is evaluated annually through a sponsorship acquittal.	The funding range is: \$10,000 to \$20,000
Out of Round Sponsorship Requests	For new or unplanned projects that arise outside the assessment timeframes (see page 11) pending sufficient remaining allocated funds. Maximum one per event over the event's lifecycle.	The funding range is: \$3,000 to \$15,000

Applicants must complete an online application form for event sponsorship funding. Applications are assessed four times a year (see page 11) and will remain open until allocated funds are exhausted. For further details please contact events@wagga.nsw.gov.au.

*A major tourism event is defined as any event, festival or film that is expected to attract in excess of 2,500 attendees, generate economic impacts greater than \$350,000 and/or provide significant state/national and local exposure for the city.

THIS IS GEARS AND BEERS

Major Events, Festivals and Films Sponsorship Program

INCUBATOR events

Major Events, Festivals and Films Sponsorship

New, innovative events that are in their first or second year can apply for funding from \$3,000 to \$10,000 under this Program.

The stream supports innovative events that demonstrate sound organisational planning, have a unique alignment with the character and culture of the city and which can demonstrate a broad appeal likely to promote tourism and attract overnight visitation.

Sponsorship funding is available to Incubator Events that:

- Demonstrate sound organisational planning through event management plans and risk management
- Demonstrate strong partnerships with local businesses
- Offer new and distinctive experiences that align to the character and culture of the city and are likely to attract overnight visitation
- Demonstrate broad appeal with the potential to attract visitor numbers of 1000 (or alternatively demonstrate potential for regional/ national media reach)
- Offer a new experience, activate key infrastructure, enhance local pride and build capability



The funding range is \$3,000 to \$10,000

DEVELOPING events

Major Events, Festivals and Films Sponsorship

Developing events that have been running for more than two consecutive years can apply for funding from \$3,000 to \$20,000 under this program.

Sponsorship funding is available to events that:

- Have a clear event vision and marketing plan
- Demonstrate sound organisational planning and event sustainability
- Have a rigorous approach to audience feedback measurement
- Demonstrate strong partnerships with local business
- Demonstrate a clear need for Council's financial support
- Have potential for state and national exposure
- Offer new and distinctive experiences that grow brand positioning
- Demonstrate economic impacts to the city
- Have potential to attract repeat visitation
- Display overnight visitation for a minimum of 2 nights
- Demonstrate potential to attract visitor numbers of 2,000 (or a smaller, niche event with national media reach)
- Activate key infrastructure, enhance local pride and build capability



The funding range is up to \$20,000

FLAGSHIP events

Major Events, Festivals and Films Sponsorship

Events that have already received the maximum amount of funding through the Major Events, Festival and Films Sponsorship can apply for the Flagship Event Fund.

These established events must display a strategy for future growth that includes the continued development of its tourism potential to drive overnight visitation to the event.

The Flagship Event Funding supports events that:

- Have a long-term strategic plan that identifies the event's potential to continue to grow overnight accommodation and local economy spend
- Have potential for state, national or international exposure
- Attract over 3,000 visitors
- Activate key infrastructure, enhance local pride and build capability

This sponsorship is triennial and designed to support the continued growth of the event into new visitor markets.

Any support would be evaluated annually through a sponsorship acquittal with an option for additional multi-year support.



The funding range is \$10,000 to \$20,000.

OUT OF ROUND

funding request

Major Events, Festivals and Films Sponsorship

The Out of Round Funding Request provides an opportunity for organisers to apply for funding for new or unplanned events that have not met the funding windows available through the Major Events Festival and Films Guidelines.

A request for funding through this category may only be made once in the event’s lifetime.

The Out of Round Request Funding supports events that:

- Demonstrate broad appeal that is likely to promote tourism and attract overnight visitation
- Have a well-developed event marketing plan
- Demonstrate strong partnerships with local businesses
- Demonstrate sound organisational planning, have a clear event plan, event structure, operational processes, insurances, and risk management

Conditions:

- Maximum one Out of Round sponsorship per event over the event’s lifecycle
- Maximum of \$15,000 (pending funds available in the Major Events, Festivals and Films budget).

Applicants must complete an application form responding to questions aligning to funding criteria.



A maximum of \$15,000 per event is available through this category.

Time Frames

Major Events, Festivals and Films Sponsorships

The Major Events, Festivals and Films Sponsorship is for events held from 1st July 2025 to 30 June 2026. Applications for this fund are open all year round until available funds are exhausted. Applications will be assessed by the Major Events, Festivals and Films Assessment Panel four times per year as follows:

ROUND	APPLICATION DUE DATE	COUNCIL MEETING DATE
ONE	Sunday 18 May 2025	Monday 23 June 2025
TWO	Sunday 13 July 2025	Monday 25 August 2025
THREE	Sunday 5 October 2025	Monday 10 November 2025
FOUR	Sunday 11 January 2026	Monday 16 February 2026*

** To be confirmed once 2026 Council meeting dates are announced*

You are encouraged to read the guidelines and discuss your event with the Visitor Economy and Events Team before starting an application.

For more information or to discuss your application please contact us on 1300 292 442 or email events@wagga.nsw.gov.au.

No late or incomplete applications will be accepted.

eligibility criteria

Council supports events and organisations that:

- Are a constituted body or legal entity, such as an incorporated association or projects that are auspiced by such organisations (individuals are not eligible).
- Provide proof (certificate of currency) of public liability insurance cover (minimum \$20M or as otherwise agreed) relevant to the activities undertaken and for the duration of the event.
- Are based within the Wagga Wagga Local Government area or be applying for funding to conduct an event that benefits the Wagga Wagga Local Government area.
- Demonstrate governance and management structures and a track record of successfully running events or demonstrate that the organisation has the capability to run a successful event.
- Demonstrate the event's potential for long-term sustainability following Council's support
- Provide documentation and evidence to meet the funding category criteria.
- Are publicly accessible and inclusive.

ineligible criteria

You cannot apply for Major Events, Festivals and Films Sponsorship if:

- You are already receiving support through another Council funding program or category.
- Your event is a private event that is not broadly accessible to the wider community.
- You are requesting sponsorship more than 40% of your total event's costs.
- Your organisation has outstanding debts to Council or has not previously acquitted a grant or sponsorship to the satisfaction of Council.
- You are an Individual.
- You are a political organisation, or your event has a political purpose.
- You are a religious group or religious event unless your event is non-denominational and demonstrates a broader benefit to the community.
- Your event excludes or may offend parts of the community.
- Your organisation has not previously complied with permits or other conditions of Council, or has failed to apply for required permits.
- Your event is a fundraising and/or charity event where most funds raised go outside the region.
- Your event conflicts with or accepts sponsorship from organisations not aligned to Council's vision, mission and values.
- Your organisation wishes to fund capital works projects, facility maintenance or the purchase of capital equipment.
- Your event takes place on a regular basis such as monthly or weekly or quarterly.
- Your organisation intends to use the funding for feasibility studies or capital expenditure.
- Events that fail to demonstrate eligibility criteria outlined above.

Application + assessment process

Applications for the Major Events, Festivals and Films Sponsorship can be completed via Smarty Grants.

Access to Smarty Grants is available from Monday **10 March 2025**. Further details can be found on the City of Wagga Wagga website wagga.nsw.gov.au

All funding applications received will be reviewed by an assessment panel. Recommendations will then be made to the next available Council meeting for endorsement.

Successful and unsuccessful applications will be notified after Council's decision.

need help?

If you need assistance or have any questions regarding Council's Event Sponsorship Program, please contact the Visitor Economy and Events team on 1300 292 442 or email events@wagga.nsw.gov.au.