

2024/25 Event Sponsorship
PROGRAM GUIDELINES

Invitation to apply

Aiming to support and enable a vibrant events calendar 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 in understanding 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.

contents

- Sponsorship Categories
- Major Events, Festivals and Films
- Sponsorships
 - Incubator events
 - Developing events
 - Flagship events
 - Out of round events
- Application Dates
- Eligibility
- Assessment Dates
- Support



THIS IS GEARS AND BEERS

Event Sponsorship Funding

Funding for the following types of events is available:

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	Major tourism events* that have been running for more than two (2) 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 (3) years funding through the Major Events, Festivals and Films Sponsorship program and can present a comprehensive strategy for future growth and development of its tourism potential.	The funding range is: \$10,000 to \$20,000 and this sponsorship is triennial in nature to support the continued growth of the event into new visitor markets This sponsorship support is evaluated annually through a sponsorship acquittal
Out of Round Sponsorship Requests	For new or unplanned projects that arise outside the designated assessment timeframes (see page 11).	The funding range is a maximum of \$15,000 Maximum one per event over the event's lifecycle

Applicants must complete an online application form for Event Sponsorship Funding. Applications are assessed four (4) times a year (see page 11) and will remain open until available funds are exhausted. For further details please email events@wagga.nsw.gov.au or call 1300 292 442.

*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.

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 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 2,500+ attendees (or a smaller, niche event with national media reach)
- Activate key infrastructure, enhance local pride and build capability



The funding range is \$3,000 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 2024 to 30 June 2025.

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 (4) times per year as follows:

ROUND	APPLICATION DUE DATE	COUNCIL MEETING DATE
ONE	Sunday 19 May 2024	Monday 24 June 2024
TWO	Sunday 14 July 2024	Monday 26 August 2024
THREE	Sunday 15 September 2024	Monday 18 November 2024
FOUR	Sunday 15 December 2024	Monday 10 February 2025*

* To be confirmed once 2025 Councils 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 a valid certificate of currency for public liability insurance cover (minimum \$20 million coverage) relevant to the activities undertaken and for the duration of the event inclusive of bump in and bump out periods.
- 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 with a proven 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 financial 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're 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 are unable to apply retrospectively.
- 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 4 March 2024. 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 10 days 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.