

Major Events, Festivals and Films Sponsorship Policy

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Approval date:	17 October 2022
Policy owner:	Manager Community Services
Next review:	September 2029

Wagga Wagga City Council is regularly approached to sponsor events within the City and this Policy is designed to provide an equitable means for businesses and community organisations to access Council funds for the purpose of delivering tourism visitation, branding and liveability outcomes for the City that align to the Community Strategic Plan.

Purpose

This Policy provides a framework for managing Council's major event sponsorship obligations and will ensure that:

- a) Council maximises opportunities to obtain commercial sponsorship for appropriate events, festivals or initiatives that align to the priority outcomes identified in the Community Strategic Plan.
- b) Council's position and reputation are adequately protected in sponsorship agreements.
- c) Council adopts a consistent and professional approach towards sponsorship.

It provides guidelines for the management of sponsorship and ensures that at all times probity and integrity will be a part of the decision-making process.

Scope

This Policy applies to all applications for sponsorship and support for major events, festivals and films including in-kind support and responds to Wagga Wagga's Community Strategic Plan adopted by Council.

For the purpose of this Policy sponsorship is defined as financial and/or in-kind support provided to an event organiser in return for tangible rights or benefits associated with the event, including increasing brand awareness, communicating key Council messages or other outcomes aligned to Council's objectives.

Items out of scope of this Policy:

- Donations granted under Council's Donations under Section 356 of the Local Government Act Policy (POL 078).
- Annual Grants (Events Stream). Please refer to POL 078 – Donations under Section 356 of the Local Government Act.
- Mayoral, civic and ceremonial functions and related events.

Policy Provisions

Responsibilities

It is the responsibility of all Wagga Wagga City Council staff members, members of the Wagga Wagga City Council's Major Events Advisory Panel and event organisers requesting this sponsorship to abide by the provisions of this policy.

A transparent process will be used to notify event organisers and the community of the available funding and how to apply via Council's various channels of information distribution including radio, print, internet, social media and across its service networks.

Reporting Requirement

The Council's Annual Report will show all donations and contributions made for the financial year. Refer S428 (2) (i) of the Local Government Act 1993 (including summary report on all applications).

All grantees are required to report on and acquit their project(s) as detailed in their funding agreement. Reports provide feedback on the success of the project in terms of the agreed outputs and outcomes, relevant data and any lessons learnt. Grantees are required to submit detailed financial reports and may be requested to provide further documentation and evidence of expenditure. The Council may audit grant recipients.

Approval Arrangements

Tier 1 Major Event Sponsorship Requests

Recommendations will be considered by the Major Events Advisory Panel (the Panel) consisting of the following representatives:

- 1 x Visitor Economy/Events Team Leader
- 1 x Events Officer
- 3 x Industry representatives appointed under Council's Appointment of Organisation Community and Individual Citizen Members to Council Committees Policy (POL 117)

The Panel's role is to appraise and make recommendations for the selection of appropriate events, festival and film proposals for the City against the eligibility and assessment criteria outlined in the Major Events, Festivals and Films Sponsorship Guidelines.

The Panel may seek additional information and evidence, conduct interviews with applicants and/or request presentations to gain additional information and further understand the likely impact of the event for the City.

The Panel will report back to Council for endorsement of the recommendations for the Tier 1 Major Event requests.

The Panel reserves the right to allocate all or part of the funding requested, and to alter the category of funding applied for before making recommendations to Council.

All representative position terms shall be appointed and run in accordance with POL 117 and run for the duration of the Council term.

Council approval and adoption of the report, applicants will be notified of the outcome in writing.

Tier 2 Major Event Sponsorship Requests

Council's Visitor Economy and Events Team will evaluate Tier 2 Sponsorship requests against the criteria outlined in this Policy and the assessment criteria outlined in the Major Events, Festivals and Films Sponsorship Guidelines and make a recommendation to Council subsequent to any delegation that may apply under S377 (1A) of the Local Government Act 1993.

Officers may seek additional information and evidence, conduct interviews with applicants or detailed research and review to gain additional information and understand the likely impact of the events for the City.

Applicants will be advised in writing after the evaluation and recommendations have taken place.

Review Procedures

This policy will be reviewed every four years by the Community Sector and reported to Council for final adoption in line with the four-year election term.

Funding Streams, Criteria and Funding Overview

Funding Stream	Description	Funding Amount	Assessment
Tier 1 Major Event Sponsorship Funding	Events with demonstrated capacity to achieve a significant tourism and economic impact greater than \$750,000.	\$15,001 to \$25,000	A recommendation on Tier 1 Sponsorship funding requests will be assessed by a Sponsorship Panel and reported to the Council for determination.
Tier 2 Major Event Sponsorship Funding	Events with demonstrated capacity to achieve major tourism and economic impacts greater than \$350,000 but less than \$750,000.	\$3,001 to \$15,000	Council's Visitor Economy and Events Team will evaluate Tier 2 Sponsorship requests against the criteria outlined in this Policy and make a determination.

Classification Criteria

Tier 1 - Major Event Sponsorship: Eligible for up to 3 years funding of up to \$25,000 per year (including in-kind support)

Events with demonstrated capacity to achieve a significant tourism and economic impact greater than \$750,000 and one or more of the following criteria:

- Over 6,000 event attendees
- Potential for significant state, national and/or international exposure likely to result in increased visitation for the City.

Tier 2 - Major Event Sponsorship: Eligible for 3 years funding of up to \$15,000 per year (including in-kind support)

Events with demonstrated capacity to achieve major tourism and economic impacts greater than \$350,000 and one or more of the following criteria:

- Over 1,000 event attendees
- Potential for significant state, national and/or international exposure likely to result in increased visitation for the City.

Applicants that do not fulfil the general eligibility criteria will not be considered within the funding round. Details of eligibility and non-eligibility are outlined in Section 2.2.

Specific Provisions

Applicants can only apply for sponsorship once per event per year and sponsorship can be either cash or in-kind or both.

The program is conducted on an annual basis, has two sponsorship rounds a year and is available to major events, festivals or films that meet the criteria in this Policy.

Sponsorship arrangements for annual or ongoing events and activities may be subject to multi-year agreements over a period of up to three years, at Council's discretion. Multi-year sponsorship is considered with a view to encouraging self-sufficiency for such events and activities, whilst at the same time maintaining a level of support which will guarantee their short term viability.

A cap of 40% of the total event's costs has been set for the level of sponsorship for any one event.

All successful applicants are required to enter into a funding agreement before funds are released and before the project can commence. The agreement is negotiated with the grantee and details may include, among other matters:

- The description of the project/activity for which funding is being provided
- The amount of cash funding to be received and the details of any value-in-kind support
- Specific performance criteria for each project – these should be provided when applying and can be negotiated when finalising the agreement

- Sponsorship benefits the grantee will provide the Council in return for the grant or sponsorship
- A payment schedule
- The deadline for submission of the project acquittal

Organisations cannot receive more than three (3) consecutive years of sponsorship funding for their event from the Major Events, Festivals and Films Sponsorship (in either streams or across a combination of the Tier 1 and 2 streams).

Any requests for funding in excess of three consecutive years from the Major Events, Festivals and Films Sponsorship streams will need to be independently reported to Council for determination.

Eligible and Ineligible Events

Eligible Events

To be eligible for a funding, applicants must:

- Be a constituted body or legal entity, such as an incorporated association or auspiced by one (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.
- Be 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.
- Be a public event, inclusive and accessible to everyone.

Ineligible Events

Council retains the right to decline a sponsorship agreement with any organisation, individual or in respect to particular products/services which the Council in its sole discretion considers inappropriate. Council will not, however, under any circumstances enter into sponsorship agreements with the following:

- Events already receiving support through another Wagga Wagga City Council funding program
- Events are unable to receive both Tier 1 and Tier 2 support at any one time
- Events can only receive funding once per financial year
- Events that have commenced prior to the eligible date range
- Private events that are not broadly accessible to the wider community
- Organisations with outstanding debts to Council, or who have not previously acquitted a grant or sponsorship to the satisfaction of Council
- Individuals
- Political organisations, or events that have a political purpose
- Religious groups or events unless the event is non-denominational and demonstrates a broader benefit to the community
- Events that exclude or may offend parts of the community

- Organisations who have not previously complied with permit or other conditions of Council, or who fail to apply for required permits
- Fundraising and charity events where the majority of funds raised go outside the Local Government Area
- Events in conflict with Council's vision, mission or values or that accept sponsorship from organisations not aligned to Council's vision, mission and values
- Capital works projects, facility maintenance or the purchase of capital equipment
- Events that take place on a regular basis such as monthly or weekly
- Events that fail to demonstrate eligibility criteria outlined in 2.2 a).

Multi-year Sponsorship

Multi-year sponsorship is available for up to three years to support initiatives to become established and successful.

Conditions of multi-year sponsorship:

- Multi-year sponsorship applications must outline projected growth and the strategies in place to support achievement of this growth.
- Multi-year sponsorship applications must include sustainability outcomes that show how the initiative may become independent/self-sustaining.
- Applicants will be required to achieve a high score in the assessment criteria. If an initiative is unsuccessful in being awarded multi-year sponsorship, the event will still be considered for sponsorship in the annual funding period in which the application has been received.
- Initiatives that are successful in securing multi-year sponsorship will be required to submit an evaluation report within three months of the initiative, demonstrating compliance with funding conditions. Late and/or incomplete evaluation reports may impact funding provisions in the subsequent years of the multi-year sponsorship agreement.
- Release of payments is dependent on meeting Sponsorship Agreement milestones to ensure the continued viability of an initiative.
- Steps must be taken from the first year of the initiative to enable it to demonstrate how the initiative will achieve financial independence from Wagga Wagga City Council funding by the end of the final agreed year

Assessment Criteria

Sponsorship applications will be assessed using a set of weighted assessment criteria that align to the City's strategic priorities. The assessment criteria focus on the strength of the application in demonstrating how the event will generate benefits for a variety of community sectors and how well those benefits align with Council's vision and strategic directions.

Outcomes for both Tier 1 and Tier 2 applications will be determined on the following basis:

- The quality and completeness of the information provided.
- The application's ability to meet the assessment criteria.
- The merit of the event concept and whether it adds value to the annual calendar of events based on uniqueness, timing, location and audience.
- For returning events, the level of new programming and/or increased benefits to community sectors.
- The level of excellence in administration and the capacity of the organisation to deliver the event.

- The sponsorship benefits offered to Council in the form of speaking opportunities, brand exposure, signage, tickets and hospitality, and community engagement opportunities.
- The amount of sponsorship requested, and the total request for sponsorship by all events within the application round.

Detailed assessment criteria will be made available to applicants at time of application as stipulated in the Major Events, Festivals and Films Sponsorship Program Guidelines.

Legislative Context

- Section 356 of the Local Government Act.

Related Documents

- Wagga Wagga City Council Delivery Program and Operational Plan
- Council's Community Strategic Plan
- Wagga Wagga Events Guide
- Major Events, Festivals and Films Sponsorship Agreement
- Major Events, Festivals and Films Sponsorship Program Guidelines

Definitions

Term	Definition
Acquittal	An acquittal is a written report submitted after the funded project is complete. It details how the grantee administered the grant funds and met the project outcomes in the funding agreement. An acquittal report includes promotional material, evidences of project outcomes, project income and expenditure information, and may include still or moving images.
Auspicing	Auspicing means that an organisation with a legal not-for-profit status takes responsibility for ensuring grant funds are used as specified in the grant allocation.
Council	Wagga Wagga City Council
Grantee	The organisation in receipt of a grant (also known as grant recipient).
In-Kind Support	Refers to the provision of the City of Wagga Wagga services or infrastructure such as traffic management, waste management, venue and equipment hire fees and other event related services such as promotion, meeting room hire, staff time. Event organisers will be charged in accordance with the City's Fees and Charges as outlined in the Revenue and Pricing Policy available on the City's website.

Term	Definition
Major Events	For the purposes of this Policy a major event is any event, festival or film seeking financial or in-kind assistance greater than \$3,000 and is expected to generate economic impacts greater than \$350,000 and attract in excess of 1,000 attendees or provide significant state, national and international exposure for the City.
Sponsorship	Financial and/or in-kind support provided to an event organiser in return for tangible rights or benefits associated with the event.

Revision History

Revision number	Council resolution	Council meeting date
1	Res No: 11/314.4	12 December 2011
2	Res No: 13/224.1	26 August 2013
3	Res No: 15/383.12	14 December 2015
4	Res No: 17/279	28 August 2017
5	Res No: 17/330	25 September 2017
6	General Manager approval under delegated authority	November 2021
7	Res: 22/354	17 October 2022