



Longreach Regional Council Sponsorship Information Pack

LONGREACH REGIONAL COUNCIL

Sponsorship Guidelines



These Guidelines are prepared in accordance with the Longreach Regional Council Community Sponsorship Policy 11.6

PURPOSE

The purpose of this Policy is to provide a transparent, equitable and accountable framework for the Longreach Regional Council Sponsorship Programme that:

- i) Benefits the Longreach region communities and meets Council's strategic objectives;
- ii) Further develops the range of existing events and activities to maximise the economic and social benefits to the region;
- iii) Ensures that funding is allocated to a range of projects, events and activities with emphasis on those considered strategically important, with a focus on development of long term sustainable partnerships; and
- iv) Facilitates commercial activity with the generation of customer loyalty and goodwill, by extension of industry standards and commercial sponsorship initiatives, under appropriate accountability conditions.

GRANT CRITERIA

- i) Applicants must demonstrate strong community benefit or need and support for the project, event or activity;
- ii) Activities or proposed events will contribute to the strategic outcomes as outlined in Longreach Regional Council's Corporate Plan;
- iii) The applicant or proposed project or activity must be based within the Longreach Regional Council boundaries; or clearly demonstrate direct benefit to the Longreach Regional Council communities;
- iv) Sponsorship must be for a specific event, project or activity with a fixed time frame. Ongoing operational, maintenance or administration costs will not be sponsored;
- v) Council will not fund retrospective applications to cover costs already incurred;
- vi) Incorporated entities should be able to provide a copy of their most recent financial statements that are prepared in accordance with the *Associations Incorporation Act 1981* and the *Associations Incorporation Regulation 1999*;
- vii) Applicants must be able to demonstrate financial viability and/or competence to achieve the stated goals of the project or activity;
- viii) Applicants must not have any Longreach Regional Council funded projects or activities that have not been acquitted in accordance with the relevant Policy and Guidelines;
- ix) Activities and projects will not be funded from multiple Council funding programmes.

SPONSORSHIP LIMITS

Council will negotiate Sponsorship Agreements that present opportunities commensurate with the level of sponsorship and benefits being provided.

The Chief Executive Officer and the Director of Community and Cultural Services are responsible for the administration of this Policy.

LONGREACH REGIONAL COUNCIL

Sponsorship Guidelines



Sponsorship of \$2,000 or less may be awarded by the Chief Executive Officer or delegate in accordance with this Policy and Programme Guidelines.

Sponsorship of more than \$2,000 must be awarded by resolution of Council in accordance with this Policy and Programme Guidelines.

APPLICATION

- i) Applications will be received via completion of the application form.
- ii) Submissions should include copies of quotes where the purchase of goods and services form part of your proposal.
- iii) Where possible, goods and services should be purchased from the providers based within the Longreach Regional Council area.

PAYMENT

- i) If the applicant is being auspiced, payment will be made to the auspicating organisation.
- ii) Applicants are required to complete a Longreach Regional Council Banking Authorisation Form to allow for electronic transfer of awarded funds.

ACQUITTAL

- i) All grant money must be acquitted within two months of project completion using the *Sponsorship Acquittal Form* (see pages 6 to 8 of this document).
- ii) The grant must be fully expended within six months from the date of notification of your successful application.
- iii) Any funding not expended in accordance with the Programme Guidelines is to be returned to Longreach Regional Council.

ACKNOWLEDGEMENT

- i) Applicants must enter in to a sponsorship agreement with Council for any funds awarded under this Policy.
- II) Acknowledgement of Council's sponsorship awarded under this policy may include (but is not limited to) featuring Council's logo in project signage, promotional material or advertising in printed and digital media, site or exhibition space, public acknowledgements in speeches and media materials, invitations to participate in the opening ceremony or including materials in information packs

APPLICANT SUPPORT

For further information or help completing applications, please contact Council on (07) 4658 4111 or via email to assist@longreach.qld.gov.au. Office hours are 8.30 am to 5.00 pm, Monday to Friday (excluding public holidays). Council can provide assistance to develop your project and explore other funding opportunities.

Funding applications should be returned to:

Chief Executive Officer
Longreach Regional Council
PO Box 144
ILFRACOMBE QLD 4727

LONGREACH REGIONAL COUNCIL
Sponsorship Application Form



CONTACT INFORMATION:

Name: <i>(Business/Community/Organisation Group)</i>	
Contact Person's Name:	
Postal Address:	
Telephone:	
Mobile:	
Email:	

PROJECT/ACTIVITY DETAILS:

Project Name:	
Project Date:	
Brief Description of Project:	
\$ Amount Requested:	\$
In-kind Support Requested: <i>Please list (eg. use of 10 tables and 20 chairs)</i>	

LONGREACH REGIONAL COUNCIL
Sponsorship Application Form



ELIGIBILITY ASSESSMENT:

1. Are you a non-for profit organisation?

Yes No

2. Is your project or activity based within the Longreach Regional Council Area or do you reside permanently within the boundaries of Longreach Regional Council.

Yes No

If NO, does your project or activity demonstrate benefits to Longreach Regional Council communities?

Yes No

3. Please explain how your project/activity demonstrates strong community or individual benefit, or need and support?

4. Do you have an event management plan for the project/activity which includes insurance and a risk management strategy?

Yes No

If YES, please provide a copy of the Event Management Plan.

If NO, please contact Council to discuss prior to lodging an application for your project/activity.

5. Is this a 'one - off' event?

Yes No

If NO, how will you fund future projects/activities?

LONGREACH REGIONAL COUNCIL
Sponsorship Application Form



6. Does the applicant have any Longreach Regional Council funded projects or activities that have not been acquitted in accordance with the relevant Programme Policy and Guidelines?

Yes No

If YES, please provide details:

7. Have you sought funding through other avenues for your project/activity?

Yes: No:

If YES, please provide details?

DECLARATION BY RECIPIENT:

- I certify that to the best of my knowledge, information detailed in this application (and relevant attachments) is true and correct.
- I understand I may be asked to provide the Council with additional information on the funded project.

Signature: Note: If you are under the age of 18, your legal guardian must also sign this application	
Date:	
Name in Full:	
<i>Business/Community/Organisation Group</i>	
Position in Group or Organisation: (if applicable)	

LONGREACH REGIONAL COUNCIL
Sponsorship Application Form



Please attach copy of relevant meeting minutes approving the request to Council for support of the project/activity.

If you require any further information regarding Sponsorship, please contact the Longreach Regional Community and Youth Development Officer on (07) 4658 4111.

LONGREACH REGIONAL COUNCIL
Sponsorship Acquittal Form



SPONSORSHIP RECIPIENT DETAILS:

Name: <i>(Business/Community/Organisation Group)</i>	
Contact Person's Name:	
Postal Address:	
Telephone:	
Mobile:	
Email:	

PROJECT SUMMARY:

Project Name:	
Project Date:	Start Date: / / End Date: / /
Project Location/s:	
Date of Funding:	
Grant Amount:	\$
Project Description: (approx 20 words)	

LONGREACH REGIONAL COUNCIL
Sponsorship Acquittal Form



1. Were any changes made to the project from the initial application?

- Yes: No:

If YES, what were the changes?

2. Describe the main activities undertaken in this project.

3. Identify any community groups who were involved in the project.

<input type="checkbox"/> Aboriginal people	<input type="checkbox"/> Older people (over 55 years of age)
<input type="checkbox"/> Torres Strait Islanders	<input type="checkbox"/> People with a disability
<input type="checkbox"/> Australian South Sea Islanders	<input type="checkbox"/> Women
<input type="checkbox"/> Children and young people (30 years and under)	<input type="checkbox"/> People from culturally and linguistically diverse backgrounds

4. What did people think of the project/s? Include any written feedback or quotes from participants and media coverage.

LONGREACH REGIONAL COUNCIL
Sponsorship Acquittal Form



DECLARATION BY RECIPIENT:

- I certify that to the best of my knowledge, information detailed in this report (and relevant attachments) is true and correct.
- I understand I may be asked to provide the Council with additional information on the funded project.

Signature: Note: If you are under the age of 18, your legal guardian must also sign this application	
Date:	
Name in Full:	
<i>Business/Community/Organisation Group</i>	
Position in Group or Organisation: (if applicable)	

SUPPLIER REGISTRATION FORM

Longreach Regional Council
 ABN: 16 834 804 112
 P: 07 4658 4111
 F: 07 4658 4116
 assist@longreach.qld.gov.au
 PO Box 144, Ilfracombe QLD 4727



Supplier Registration Form

Please complete the attached form and return via post, email or fax (details outlined above).

Supplier Name:	
Business Type (e.g. Printer, Builder etc):	
Address Line 1:	
Address Line 2:	
Address Line 3:	
ABN Number:	
Registered for GST (yes/ no):	
PAYMENTS	
Accounts Contact:	
Accounts Email (for remittance):	
Accounts Phone:	
Accounts Fax:	
ORDERING	
Sales Contact:	
Sales Email Address (for purchase orders):	
Sales Phone:	
Sales Fax:	
FOR ELECTRONIC FUND TRANSFER (EFT)	
Financial Institution:	
BSB:	
Account Number:	
Preferred payment Method (E=EFT or C=Cheque):	
Note: Council prefers to pay by EFT	

I _____ in my capacity as (position title) _____ being the authorised representative, state that I have read and agree to the Longreach Regional Council terms and conditions for the supply of goods and services and having the authority to give this direction for the supplier, request Longreach Regional Council to make payments for the supplies and/or services as per payment method requested above.

Signature: _____ Date: _____

Privacy Statement:

Longreach Regional Council is collecting your personal/ banking information for the purpose of streamlining our purchasing/payment activities with you/your company. The collection of this information is authorised under the Local Government Act 2009. Your information will not be given to any other person or agency unless you have given us permission or we are required by law

Please note: If you have already supplied these details to Longreach Regional Council then you are not required to complete this form.



Sponsorship Agreement

Between

Longreach Regional Council

And

<insert organisation>

LONGREACH REGIONAL COUNCIL
Sponsorship Agreement



Recitals:

- i) This Agreement relates specifically to the event or activity as set out in Schedule 1.
- ii) Longreach Regional Council resolved to enter in to a sponsorship agreement with the Company for the event or activity as set out in Schedule 1.
- iii) This Agreement is entered in to in accordance with Longreach Regional Council's Sponsorship Policy.

1. Definitions

- i) **Acknowledgement** means recognition of Council's sponsorship as specified in Schedule 1
- ii) **Activity** means the activity as described in Schedule 1
- iii) **Agreement** means the agreement, schedules and accompanying correspondence
- iv) **Area** means the Local Government area of Longreach Regional Council
- v) **Company** means theand includes employees, officers, volunteers, agents and contractors
- vi) **Council** means Longreach Regional Council and includes employees, officers, volunteers and agents
- vii) **Evaluation Report** means a report by the Company containing the information specified in Schedule 2
- viii) **Event** means the event as described in Schedule 1
- ix) **In Kind Support** means the provision of goods and services by Council to the Company included in the total sponsorship amount as set out in Schedule 1
- x) **Milestone** means the milestones as outlined in Schedule 1
- xi) **Sponsorship Amount** means the total amount to be paid to the Company as specified in Schedule 1
- xii) **Sponsorship Policy** means Longreach Regional Council's Sponsorship Policy and Programme Guidelines
- xiii) **Term** means the period of this agreement as specified in Schedule 1

2. Objectives:

The objectives of this Agreement are:

- i) Strategically leverage the marketing and promotion opportunities through the event or activity;
- ii) Strengthen and clarify the working relationship between Council and the Company;
- iii) Foster and promote longer term collaboration and the development of a collegiate relationship between Council and the Company;
- iv) Meet Council's strategic and operational objectives; and
- v) Insert objective specific to the activity

LONGREACH REGIONAL COUNCIL
Sponsorship Agreement



3. Obligations

- i) The Company holds the event in accordance with information provided to Council in accordance with this Agreement;
- ii) The Company uses its best endeavours to promote tourism to the region;
- iii) The Company meets the Agreement Milestones as specified in Schedule 1;
- iv) The Company complies with all legislative requirements applicable to the event;
- v) The Company uses the Sponsorship amount solely for the purposes of this Agreement; and
- vi) The Council ensures that all significant communication with the Company is in writing.

4. Sponsorship

- i) Council agrees to provide the Sponsorship to the Company in accordance with Item 2 of Schedule 1;
- ii) The Company agrees to provide the sponsorship rights as specified in Item 2 of Schedule 1.

5. Finance

- i) The Company agrees to provide a Tax Invoice to the Council within 14 days of achievement of the Milestones specified in Schedule 1 (not required for in kind only support);
- ii) Council agrees to provide the Sponsorship in accordance with the Milestones as specified in Item 3 of Schedule 1; and
- iii) Council agrees to pay the Sponsorship amount to the Company by electronic funds transfer to the Company within 21 days of receipt of a Tax Invoice.

6. Goods and Services Tax (GST)

The amounts payable under this agreement are exclusive of GST.

7. Acknowledgement

- i) The Company must provide appropriate acknowledgement in advertising, publicity, marketing and promotion materials and at the Event or activity as specified in Schedule 1;
- ii) Council will provide all logos and imagery in appropriate formats required for the Company to acknowledge this Agreement; and
- iii) The Company will provide Council with relevant logos and imagery in appropriate formats required for Council to acknowledge this Agreement.

LONGREACH REGIONAL COUNCIL
Sponsorship Agreement



8. Evaluation of the Sponsorship

- i) The Company will provide Council with an Evaluation of the Sponsorship within 8 weeks of the conclusion of the Activity or Event; and
- ii) The format for the Evaluation is specified in Schedule 2.

9. Risk Management

The Company will provide Council with an Event Management Plan and/or a Risk Management Plan in respect of the Activity or Event.

10. Indemnity

The Company releases, discharges and indemnifies Council from and against any claim or losses which may be brought against them for contravention of any laws by the Company; negligent or unlawful act or omission by the Company except to the extent that the claim or loss is due to the negligent or unlawful act or omission of the Council.

11. Insurance

The Company will effect and maintain insurances for:

- i) Worker's Compensation insurance;
- ii) Public Liability insurance of \$10,000,000 minimum for any one occurrence arising out of the Activity or Event;
- iii) Personal Accident Insurance for volunteers involved with the Activity or Event; and provides Council with Certificates of Currency for each insurance.

12. Dispute Resolution

- i) The parties enter in to this Agreement in good faith and will use their best endeavours to resolve any disputes under this Agreement;
- ii) The affected party may give the other party a written notice setting out the particulars of the dispute;
- iii) Each party shall appoint a delegate with the authority to negotiate a settlement, and the parties will meet within 5 business days of receipt of the notice or advice of the disputed matter; and
- iv) If the dispute cannot be resolved, any costs incurred in resolving the dispute will be borne by each party.

LONGREACH REGIONAL COUNCIL
Sponsorship Agreement



13. Variation of Agreement

This Agreement may be varied in writing and executed by both parties.

14. Termination of Agreement

Either party may terminate this Agreement with the giving of 8 weeks written notice to the other party.

LONGREACH REGIONAL COUNCIL
Sponsorship Agreement



Signed as an Agreement

Signed for an on behalf of **Longreach Regional Council**

Signature of Officer

Witness Signature

Ian Bodill

Name of Witness

Chief Executive Officer

Date _____

Date _____

Signed for an on behalf of the **Company**

Signature of Officer

Witness Signature

Name

Name of Witness

Insert Position/Title

Date _____

Date _____

LONGREACH REGIONAL COUNCIL
Sponsorship Agreement



Schedule 1

Item 1: Company Details

Company	
Company ABN	
Company's Delegate	
Position of Delegate	
Address of Company	
Email	
Telephone	
Facsimile	

Item 2: Event/Activity Details

Event/Activity Name	
Event Date(s)	
Sponsorship Amount Cash	
Sponsorship Amount In Kind as detailed in Item 4	
Total Sponsorship Amount	
Event/Activity Description	
Event/Activity Outcomes	
Sponsorship Rights (Outline what is to be received under this Agreement)	<ul style="list-style-type: none">• Promote Council by featuring Council's logo in signage, promotional materials and advertising, site and exhibition space, public acknowledgements in speeches and media• Play regional promotional videos on screens during the event as provided by Council• Display banners as provided by Council• Display promotional material as provided by Council• Include any other specifics under the agreement

LONGREACH REGIONAL COUNCIL
Sponsorship Agreement



Item 3: Milestones

Milestone	Amount Payable (excluding GST)
Signing of the Sponsorship Agreement and provision of Certificates of Currency for Insurances in accordance with Clause 11	
Submission of the Event Management Plan and/or Risk Management Plan	
Holding of Event/Activity (for In Kind Support)	
Submission and acceptance of the Evaluation Report in accordance with Clause 8	

Item 4: In Kind Sponsorship to be provided

<insert details>

LONGREACH REGIONAL COUNCIL
Sponsorship Agreement



Schedule 2

Evaluation Report

Event/Activity Name	
Event Date(s)	
Sponsorship Amount \$	
Sponsorship Amount In Kind	
Total Sponsorship Value	
Event/Activity Description	
Event/Activity Outcomes Assessment including: <ul style="list-style-type: none">• Were the outcomes achieved?• Attendance figures• Attendee feedback• Survey results• Relevant statistics from digital marketing	
Details of Sponsorship Acknowledgement: <ul style="list-style-type: none">• Attach copies of advertisements• Include links to digital media sites	