



APPLICATION PACK

# Sponsorship



These Guidelines are prepared in accordance with the Longreach Regional Council Sponsorship Policy 11.7

## SPONSORSHIP OBJECTIVES

Council is committed to supporting local community organisations through its Sponsorship Program.

The aim of the Program is to:

- ▶ Develop the capacity and sustainability of organisations or innovative programs to meet the needs of members and the community.
- ▶ Deliver programs and events to engage and entertain a vast variety of community members within the Longreach Regional Council area.

## ELIGIBILITY

In order to submit an application under the Sponsorship Program, the applicant must be:

- ▶ An entity or organisation operating within the Longreach Regional Council area, or
- ▶ An entity that is able to demonstrate that economic and social benefits from the event will be directed to and benefit the Local Community in the Longreach Regional Council area, and
- ▶ Have met acquittal conditions for previous council funding.

## INELIGIBLE APPLICATIONS

The following entities and applications are ineligible under the sponsorship program and will not be considered for funding:

- ▶ Government agencies or departments of local, state or federal government
- ▶ Educational, Religious or Medical Organisations
- ▶ Applications whereby Council funds will be donated to another cause ( e.g charity events)
- ▶ Applications which fund;
  - Wages or salaries for staff
  - Recurrent costs with day to day operations of a community group
  - Retrospective funding
  - Equipment or other expenditure that are personal or of personal gain
  - Part of or all of Council Rates
  - Items that would otherwise be funded by State or Government bodies (i.e Queensland Education or Health programs)
  - Applications whereby Council funds will be donated to another cause ( e.g charity events)

## LODGEMENT OF APPLICATION AND CUT OFF DATE

- ▶ Applications are to be made using the Sponsorship Application Form and must include relevant support documentation. All applications are to be emailed to [assist@longreach.qld.gov.au](mailto:assist@longreach.qld.gov.au) or delivered in person to Council Administration Office.
- ▶ Sponsorship (financial and in-kind support) applications must be received by COB on first Tuesday of each month to be considered in that month.
- ▶ In-kind support will only be considered for Council services, which are listed in the fees and charges: <https://www.longreach.qld.gov.au/rates-fees-charges/rates-fees-charges-1>
- ▶ In cases of emergency or other extenuating circumstances, applications received after the cut off each month, may be considered at the discretion of the Chief Executive Officer.

## CRITERIA

1. Applicants must demonstrate strong community benefit or need and support for the project, event or activity.
2. 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.
3. 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.
4. Council will not fund retrospective applications to cover costs already incurred.
5. Applicants must be able to demonstrate financial viability and/or competence to achieve the stated goals of the project or activity.
6. 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.
7. Activities and projects will not be funded from multiple Council funding programs.

## DELEGATED AUTHORITY AND SPONSORSHIP LIMITS

Sponsorship is limited to a maximum of \$10,000 per event, however Council may negotiate higher Sponsorship Agreements where the event presents opportunities commensurate with the level of Sponsorship and benefits being provided.

Sponsorship for in-kind support of up to \$1,000 or less may be awarded by the Chief Executive Officer or delegate in accordance with this policy and program guidelines.

Sponsorship (other than amounts delegated), must be awarded by resolution of Council in accordance with this policy and program guidelines.

## SUPPORTING DOCUMENTATION

Community Groups are required to submit the following supporting documentation with an application:

- ▶ Evidence of the event or project (i.e. quotes, facilities bookings, etc.)\*
- ▶ Relevant public liability insurance (if required)
- ▶ Evidence that alternative avenues for financial support have been investigated
- ▶ A copy of the organisation's most recent bank statement
- ▶ A detailed budget of running expenses for the event or activity
- ▶ Detailed Event Management Plan, where applicable.

\*if groups are unable to provide evidence of the event or project due to the dependency of funding or extenuating circumstances, please indicate on the application form. Council may still consider the application based on supplied information (i.e. Budget).

## AGREEMENT AND ACKNOWLEDGEMENT OF SPONSORSHIP

- ▶ Applicants must enter into a sponsorship agreement with Council for any funds awarded under this Policy and Guidelines.
- ▶ Acknowledgement of Council's sponsorship 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.

### SUBMITTING APPLICATION

For further information or help completing applications please seek assistance from the Council administration staff within the Mayoral Donations section on (07) 4658 4111 or via email to [assist@longreach.qld.gov.au](mailto:assist@longreach.qld.gov.au)

Completed applications may be returned in person to Councils Administration Office's or be emailed to [assist@longreach.qld.gov.au](mailto:assist@longreach.qld.gov.au)

### HOW ARE THE APPLICATIONS ASSESSED?

All applications will be assessed against the selection criteria by the assessment panel consisting of 3 representatives and passed onto Council for endorsement. All applications will receive written notification of their outcome.

### ACQUITTAL

Approved applications will be required to complete and return the Longreach Regional Council acquittal form within 4 weeks of the nominated event date. The acquittal form must be accompanied with proof of payment of invoices and supporting documentation.



# APPLICATION FORM

## CONTACT INFORMATION:

Name: (Business/Community/ Organisation Group)	
Contact person's name:	
Postal address:	
Telephone:	
Mobile:	
Email:	

## PROJECT/ACTIVITY DETAILS:

Project name:	
Project date:	
Brief description of project:	
<b>\$ Amount requested:</b> (Please add in-kind costing to this request. LRC Fees and Charges are located on the LRC website or just call Council for assistance).	\$
What will sponsorship money be used for?	
Financial component of Council Grant	\$
In-kind support requested	\$



## ELIGIBILITY ASSESSMENT:

1. 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

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

3. 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.

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

Yes       No

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

5. How do you intend to acknowledge Council's support (if approved) at the event or within the project or activity?

6. Have you sought funding through other avenues for your project/activity (grants, corporate sponsorship, fundraising)?

Yes:       No:

If YES, please provide details?

## SUPPORTING DOCUMENTATION CHECKLIST

- Evidence of the event or project (ie quotes, facilities bookings, etc)\*
- Relevant public liability insurance (if required)
- Evidence of alternative avenues for financial support have been investigated
- A copy of the organisations most recent bank statement
- A detailed budget of running expenses for the event

\*if groups are unable to provide evidence of the event or project due to the dependency of funding or extenuating circumstances, please indicate on the application form. Council may still consider the application based on supplied information (ie budget).

## 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.

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

Privacy Collection Statement: Longreach Regional Council is committed to ensuring that your privacy is protected and will take all reasonable steps to ensure that all personal information is secure. Council is collecting your personal or community groups information for the purpose of assessing your application for Sponsorship.

