

Guidelines - Sponsorship

Description

Building a vibrant and active events calendar by supporting both city-wide and local events that encourage participation, foster community pride, and activate key locations across Shellharbour. The funding prioritises initiatives that promote collaboration, support local capacity and deliver measurable social, cultural and economic benefits to the Shellharbour community.

Criteria

Sponsorship may be provided for the following types of events and activities:

- Major, large scale events (over 5000 people)
- Events that attract people from the Shellharbour LGA and beyond, encourage visitation and drive economic development.
- Local community events
- Citywide event/activity (an event/activity which encompasses the community of the whole of Shellharbour City).
- Sporting events attracting participation from outside individual sporting clubs and the LGA.

Non-Eligible Requests

- Fetes (fundraisers)
- Conferences or Dinners
- Political events and activities
- Any event or activity with sponsorship assessed as actual, potential or perceived conflict of interest between Council and the applicant or another sponsoring individual or organisation for such event/activity

- Applicants who have received donations, grants or sponsorship from Council in the past two years will be ineligible for sponsorship funding if all requirements of the previous sponsorship has not been satisfactorily complied with and finalised
- Incomplete applications may be deemed ineligible and may not be considered for funding. The application must be completed in full, including the submission of all requested documents and organisation bank account details.
- Late or retrospective funding requests will not be considered. Applications must be submitted at least 3 months prior to the event or activity taking place.

Terms and Conditions:

Recipients of Council Financial Assistance must, as appropriate and applicable, acknowledge the following terms and conditions:

- The application must be completed in full, including the declaration, and submission of all requested documents. Incomplete applications may be deemed ineligible and may not be considered for funding.
- Appropriate Conduct – Agree to conduct themselves in a manner that upholds the reputation of Shellharbour City Council. Furthermore, recipients of Council financial assistance must not bring Council into disrepute by actions, inactions, in person, at public events, in the media and online.
- Requirement to notify if circumstances change – Recipients of Council donation/sponsorship must notify Council in the event of any significant changes to circumstances that may affect the use of donated funds or the fulfillment of sponsorship benefits. Such changes may include but are not limited to:
 - Changes in event, activity, project or program scope
 - Unforeseen circumstances affecting the use of funds
 - Financial challenges or constraints affecting the allocation of funds
 - Change of activity dates
 - Change of funding applicant point of contact
- Recipients will inform Council of any changes regarding their application circumstances via email, written correspondence or other appropriate means of communication.
- Requirement to acquit – As part of the commitment to transparency and accountability, Council requires recipients of Council Financial Assistance over \$500 to acquit their funds by providing a formal acknowledgement of the use of funds and the fulfillment of event or activity via the acquittal form and provision of receipts. All other recipients may be required to acquit funds on request. Applicants must provide completed acquittal documentation and proof of expenses (receipts) within 4 weeks of the delivered service or program.
- Applicants cannot be granted donations more than once per financial year.
- Use of Funds – Donation/sponsorship funds will be used for the purpose specified by the applicant in accordance with the application form.

- Cancellation/Refund Policy – Recipients may request cancellation of funds
- Amendment and Termination – Council reserves the right to amend or terminate these conditions at any time without prior notice. Any such changes will be communicated to recipients of a donation/sponsorship in writing.

For all successful sponsorship applications:

- Council recognition - Recognise Council as a donor in official promotion material, media and at official openings. For sponsorship greater than \$5,000, the Mayor is to be invited to Official Openings.
- Council logo - Display the “Shellharbour City Council” logo as agreed to in the terms and conditions of the agreement. The logo must be used in accordance with Council's Logo and Branding Style Guide and must not be edited or distorted in any way. The logo should only be produced from original files supplied by Council and any materials must be approved by Council's Marketing and Communications unit before production.