

# Community Sponsorship Guidelines



July 2024

Northern Grampians Shire Council's Funding Program provides communities, businesses, and local groups with the opportunity to work collaboratively with the council to undertake projects that uplift our community's economic wellbeing and quality of life.

## General information

### What is a Community Sponsorship?

A Community Sponsorship is a commercial arrangement in which the council provides money or in-kind resourcing to a not-for-profit group/organisation in return for certain benefits such as council's name, brand, or products being associated with the activity/program/initiative.

The purpose of the council providing groups/organisations with a **Community Sponsorship** is to:

- Support groups/organisations that help address issues and opportunities important to the community.
- Foster strong engagement opportunities which enable the council to connect with its community in a meaningful and relevant way.

Applications for Community Sponsorships can be up to **\$3000** per annum.

The Community Sponsorships funding stream is open throughout the year, until all funds have been expended.

## Program objectives

The council will pursue community sponsorship opportunities that:

- Enhance the profile and appeal of the Northern Grampians Shire (NGS).
- Align with the objectives of the Council Plan and/or objectives of relevant strategy and policy documents.
- Deliver one of the following outcomes.
  - Provide opportunities to drive social, environmental, cultural and economic outcomes in the NGSC.
  - Provide potential to generate revenue through attracting visitors/participants outside of the Northern Grampians municipality.

## What the funds can be used for

The funds can contribute towards assisting a community group/organisation to:

- ✓ Support on-going programs or activities
- ✓ Support one-off programs or activities
- ✓ Hold an event that provides a partnership opportunity with council.



Council will not consider providing funding that contributes towards:

- the purchase of gift and prizes
- the reimbursement of council fees and charges
- consultancies
- unconditional gifts, donations, bequests, or endowments
- political sponsorships, donations, or merchandising
- events or programs that discriminate denigrate, exclude, or offend minority groups
- environmental concerns
- being a hazard to the community.

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## Who can apply for funding

Your group/organisation can apply for a community Sponsorship if:

- You are a not for profit or Incorporated Body with an ABN.
- You are based in, or demonstrate your request has a direct benefit to the residents of the Northern Grampians Shire.

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## What are the eligibility requirements

### Your group/organisation can apply for a Community Sponsorship if you:

- agree to work collaboratively with council
- can align your request with the Sponsorships and Contribution Program's priorities
- can be compliant with council's regulatory requirements if required
- can provide evidence of Liability Insurance. Events, activities, or construction that have a likelihood of causing damage or personal injury must have public liability insurance (of at least \$20 million). Other amounts will be considered where there is no likelihood of damage or injury.

### Your group/organisation cannot receive funding if:

- you have received considerable grant funding within the same financial year.
- an individual is applying for funds
- the purpose for the sponsorship has commenced prior to the date on which the funds are released.
- the funds are to be used for wages (Professional services that support project capacity building i.e., consultant fees, professional services, service, or product contractors that directly benefit the project will be considered).
- previous funding received from council has not been satisfactorily acquitted
- there is outstanding debt with the council.

## How to apply

- Applicants must contact the Community Development Team to discuss their request and availability prior to applying.
  - Sponsorship requests are to be submitted online using the Smarty Grants platform.
  - When you apply, you will receive a submission acknowledgement from Smarty Grants.
  - Your submitted application can be accessed in your Smarty Grants account.
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## How your application is assessed

Successful applications will need to:

- align with the sponsorship objectives
- demonstrate the value of the sponsorship
- demonstrate the benefits for the council
- be administered by a group/organisation that has the capacity to honour the agreement
- be run by an organisation that has a Responsible Drug & Alcohol Policy (if applicable).

The assessment process involves:

- the applications being reviewed and assessed by the Economic and Community Development Teams who provide recommendations to the Coordinator Strategic Planning and Community Development
  - consideration being made of the total funding pool for the financial year
  - decisions being made on the type of request and available funds
  - applications usually being assessed within two weeks of the application being submitted
  - applicants usually being notified of the assessment outcome in writing within four weeks of the application being submitted.
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## Conditions of funding if your request is successful

If the group/organisation is successful in obtaining a Sponsorship it will be required to enter into a written agreement with council, stating that the group/organisation will adhere to the following conditions.

- Sponsorships are allocated specifically for the purpose of the request and cannot be used for any other purpose without a formal written agreement from council.
- Funds allocated to the group/organisation are GST exclusive.
- Funds are required to be expended within 12 months of the letter of offer. Funds not expended by this date are to be returned to the Northern Grampians Shire Council unless a written extension is obtained from council.
- Groups/organisations are required to participate in media and communications opportunities that promote the council's Sponsorships Program, as requested.
- Groups/organisations are required to adhere to the agreed promotional opportunities for NGSC outlined in the agreed contract.
- Successful applicants will be provided with the Northern Grampians Shire Council corporate logo.
- Groups/organisations are required to meet relevant government legislation requirements (e.g., Occupational Health & Safety Issues, Risk Management, Equal Opportunity, Workcover, Privacy).
- Groups/organisations are required to ensure volunteers are registered with the group/organisation and adequately covered by insurance.

- A feedback form must be submitted to council one month after completion of the sponsorship via the Smarty Grants platform. The feedback form is to include impacts of the sponsorship, photos and evidence of the agreed promotional opportunities.

### **Referenced Council Plans and Strategies**

*Grants Funding Policy 2021*

*Events Policy 2021*

*Economic Development Strategy 2021-31*

*Municipal Public Health and Wellbeing Plan 2021-25*

### **Applicable Legislations and standards**

*Gender Equality Act 2020*

*Child Safety Act 2015*

*Equal Opportunity Act 2010*

*Charter of Human Rights and Responsibilities Act 2006*

*Age discrimination Act 2004*

*Fair Access Policy 2024*

*Sex Discrimination Act 1994*

*Disability Discrimination Act 1975*