



Event Sponsorship Application Form

Purpose

To support events that have the potential to attract visitors to Broken Hill and enhance the profile of the City.

Assessment Criteria

The following criteria will be taken into account by the Council in assessing the priority of the application.

The event must:

- Raise the profile of Broken Hill City Council through prominent acknowledgement of their support and assistance
- Create opportunities for local businesses
- Be managed by a registered organisation that is not a part of Council
- Documented support and commitment of at least matching funds (in dollars or in-kind) from local tourism and related businesses

Preference will be given to events that:

- Have a high number of expected attendees from within and particularly from outside the City
- Are compatible with Council priorities
- Demonstrate benefits to the Broken Hill City Council area in terms of overnight stays and expenditure
- Involve more than one Broken Hill community group
- Enhance the identity of Broken Hill in 'key' tourism markets

Applicant Details

Name of Event:

Name of Organisation

ABN

GST Registered (yes) (no)

Organisation Address

Contact Person

Position

Phone

Mobile

Email

I _____, (print name) certify that the attached application for funding was approved by the management committee of this organisation on _____ (Insert date)

Signed _____ Date _____

FUNDING APPLICATION

Historic

Has the BHCC funded your organisation with the past 5 years: (Yes) (No)

If yes, please complete the following:

Amount	Date Received	Project/Purpose

Funding Sought for Next Event

Amount of Cash Funding Sought (not including GST) \$ _____

Describe how your BHCC funding will be expended:

Activity	BHCC Sponsorship Dollars
	\$
	\$
	\$
	\$
TOTAL	\$

List specified In-Kind Support sought (e.g. waive of hiring fees, waste removal services)

1. _____
2. _____
3. _____
4. _____
5. _____

Note: Level of assistance available:

It is proposed that the maximum level of BHCC funding per project will be limited to a total of \$5000 (cash and in-kind) - subject to availability (\$20,000 available in 2011/12).

EVENT DESCRIPTION

Event History

Number of years the event has been held _____

Previous attendance numbers (year by year – no further than 5 years is required)

Year	Attendance Numbers	Location <small>Please specify previous event location of relevant e.g. for a state sporting event, conference)</small>

Previous 'key' event outcomes

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

This years event description

Name of the event:

Date(s) the event will be held:

Aims and Objectives of the event

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Event Overview

Describe the event and the experience it will deliver to participants/attendees

Planned Entertainment, Catering and Activities

List any entertainment, catering and activities that will be incorporated into the event

Venues

List the venues that will be utilised to host the event

Participation/Entry Fees

List any participation/entry fees relevant to this event

Event Vision

Outline how the event will work towards sustainability

Risk Management Planning

Outline how your event is planning for risk and emergency

Management Structure

Name	Role	Responsibility	Experience

EVENT MARKETING

Event Attendance Breakdown

Last year's Event (if applicable)

From	Numbers	How you targeted them
Local Area/Broken Hill		
Regional NSW and Sydney		
Interstate		
International		
TOTALS		

Next planned event for which BHCC funds are sought

From	Numbers	How you plan to target them
Broken Hill		
Regional NSW and Sydney		
Interstate		
International		
TOTALS		

ECONOMIC AND COMMUNITY BENEFIT

Local Benefit

Describe how your event will involve local business suppliers, tourism operators, community, artists etc.

Sponsorship Recognition and Acquittal

Outline how you propose to recognise the support provided by BHCC

Evaluation

How will you know if you have achieved the aims and objectives of the event?

1. _____

2. _____

3. _____

4. _____

5. _____

Support Material

Attach the following to your submission:

1. Event budget showing where Council monies and in-kind will be applied within context of the overall event budget
2. Copy of your public liability insurance cover
3. Copies of letters committing to funds or in-kind support from the tourism sector and related local businesses towards your event, matching the funds requested of BHCC in this application

Successful Applicants – Requirements

Successful applicants are required to submit an acquittal of the outcome of the funding to BHCC within thirty (30) days of the conclusion of the event, or the end of the financial year (whichever falls first). Information to be provided will include:

- A statement of actual budget and expenditure in relation to the cash contribution provided through the BHCC sponsorship funds
- Copies of supporting documentation such as a summary of recipes, accounts and financial statements
- Commentary of performance including:
 - Evaluation of the event (as identified in the submission for BHCC Event Sponsorship funds)
 - Attendance numbers against projections ((as identified in the submission for BHCC Event Sponsorship funds)
 - List of local businesses, community, artists involved in the event delivery
 - Estimated economic value of the event for Broken Hill including:
 - Copies and evidence of BHCC sponsorship acknowledgement (as identified in the submission for BHCC Event Sponsorship funds)