

COMMUNITY EVENT SPONSORSHIP PROGRAM 2015-2016 APPLICATION FORM



The Community Event Sponsorship Program aims to assist individuals, community groups, organisations and not-for-profit groups to coordinate events that directly benefit the City of Unley community.

Applications for sponsorship will be considered for eligible festivals and events that can deliver against the program's assessment criteria. The City of Unley looks to support events that best align with the criteria and provide a return on investment by enhancing our annual events calendar,

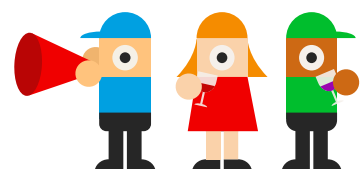
offering free or discounted, quality activities to the community and displaying a high level of excellence in administration and delivery.

Please ensure that you have read the Community Event Sponsorship Program Guidelines and complete the checklist on page 2 prior to completing this application.

Applications close at 5pm on Friday 31 July 2015. Please note that late or faxed applications will not be accepted.

APPLICANT DETAILS

| | |
|---|---|
| Name of organisation | ABN number |
| Name of event / activity | Event start date |
| Proposed location / venue | Event end date |
| Contact person | Position |
| Postal address | Phone |
| Email | Website |
| How many visitors do you expect your event to attract? <input type="checkbox"/> 0-200 <input type="checkbox"/> 200-1,000 <input type="checkbox"/> 1,000+ | Funding duration request <input type="checkbox"/> Once off <input type="checkbox"/> 2 years <input type="checkbox"/> 3 years |
| Total value of sponsorship package requested \$ (excl. GST) | |



APPLICATION CHECKLIST

Before submitting your application please make sure that you have:

- | | |
|--|--|
| <input type="checkbox"/> Checked that you meet the eligibility criteria in the Sponsorship Guidelines | <input type="checkbox"/> Submitted an Event Permit Application to ensure the date that you are requesting is available |
| <input type="checkbox"/> Read the City of Unley's 4 Year Plan 2013-2016 'A Community of Possibilities' | <input type="checkbox"/> Attached an event plan or run sheet that outlines the major elements of your event |
| <input type="checkbox"/> No outstanding contractual or financial obligations with the City of Unley | <input type="checkbox"/> Completed all sections of the application form |
| <input type="checkbox"/> Read the City of Unley Event Planning Toolkit | <input type="checkbox"/> Kept a copy of your application |

SECTION ONE - EVENT DETAILS

Event name

Location(s) of proposed event

Please provide an outline of your proposed event.

What are the aims and objectives of your proposed event? (*why are you running your event?*)

What is the history of your event? (*how many years has it run, previous attendances, successes and outcomes*)

Is your event free or discounted for City of Unley residents?

☐ Yes ☐ No

Is your event exclusive or invitation only?

☐ Yes ☐ No

SECTION TWO - ABOUT YOUR ORGANISATION

Please tell us about your organisation.

Is your organisation not-for-profit?

☐ Yes ☐ No

Is your organisation registered for GST?

☐ Yes ☐ No

(if you do not have an ABN you must complete the Declaration Where No Australian Business Number is Required form and attach it to this application)

Does your organisation have any outstanding legal or financial matters with Council?

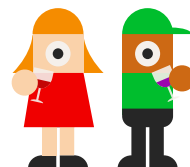
☐ Yes ☐ No

SECTION THREE - ASSESSMENT CRITERIA

1 / PLACE ACTIVATION AND VIBRANCY

Please explain how your event will activate one of the City of Unley's public spaces.

Please outline how your event will create an opportunity for community celebration and vibrancy.



2 / COMMUNITY INVOLVEMENT

Please explain how your event involves local community groups and businesses.

Will your event provide opportunities for volunteers? If yes, please provide details.

3 / ECONOMIC BENEFIT

Please outline how your event will have a positive impact on the local economy. (how will visitors be encouraged to spend? how will local businesses benefit?)

4 / ACCESSIBILITY

Please explain what measures you will put in place to ensure that your event is accessible to all members of the community.

5 / INNOVATION

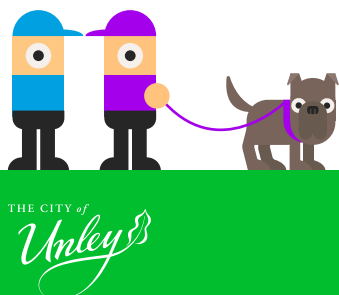
Please explain what is new and innovative about your event concept. If your event has been run previously, will you be introducing any new elements?

6 / VISITATION

What proportion of total attendance at your event do you anticipate City of Unley residents to be? How has this figure been determined?

How will your event attract visitors from outside the City of Unley?

Who are your target markets and how will you reach them?



7 / CITY PROFILE AND PROMOTIONAL OPPORTUNITIES

Please provide details of how your event will raise the profile of the City of Unley and the proposed sponsorship benefits in each of the categories below:

Logo acknowledgement (please provide details of all opportunities for logo placement)

Verbal acknowledgement

Print advertising (eg access to complimentary advertising on programs/flyers etc)

PR opportunities (eg speaking opportunities for the Mayor or Council representative, photo opportunities)

Digital promotion (eg social media promotion, promotion via your website or e-news articles)

Display of Council signage at your event

Ticketing and hospitality

Media opportunities

Community engagement opportunities (eg opportunity to have a stall at your event)

Other

8 / ENVIRONMENTAL SUSTAINABILITY

Please provide details about any of the following environmentally sustainable practices that your event will implement:

Three bin recycling system (separation of general, recyclable and green waste)

Compostable packaging

Travel options (will you encourage people to cycle or take public transport to your event?)

Are you implementing any other environmental initiatives that you would like to tell us about?



9 / TIMING OF THE EVENT

Will your event activate a space and create vibrancy in the off-peak event season (May-September)?

☐ Yes

☐ No

10 / FINANCIAL VIABILITY

What is the total estimated cost of this project?

\$

Has the City of Unley previously provided any form of sponsorship or funding for this event in the previous three financial years?

☐ Yes

☐ No

If yes, please provide details

2012 - 2013 / \$

2013 - 2014 / \$

2015 - 2016 / \$

Are you applying for multi-year funding?

☐ Yes

☐ No

If yes, please provide details about how you plan to develop your event over the years and how it will benefit from multi-year funding.

Could your event proceed if only partial funding was received?

☐ Yes

☐ No

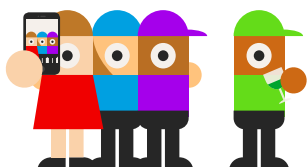
Please provide details

Are other partnerships and funding sources being explored?

☐ Yes

☐ No

Please provide details



Please provide details below about the total sponsorship package that you are requesting including in-kind and cash contribution, taking in to account the below categories:

LARGE-SCALE EVENT SPONSORSHIP

For events that attract more than 1000 people
Sponsorship packages of up to \$6,000 including in-kind support with a maximum cash component of \$5K.

SMALL-SCALE EVENT SPONSORSHIP

For events that attract between 0-200 people
Sponsorship packages of up to \$2,000 including in-kind support with a maximum cash component of \$1K.

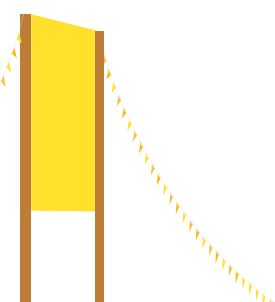
MEDIUM-SCALE EVENT SPONSORSHIP

For events that attract between 200-1000 people
Sponsorship packages of up to \$4,000 including in-kind support with a maximum cash component of \$3K.

IN-KIND SUPPORT

Please refer to the Event Planning Toolkit for a full list of Fees & Charges and note that refundable bonds and the cost of park remediation works as a result of damage caused by your event will not be considered for in-kind support.

| | |
|--|----|
| Park/venue hire fees | \$ |
| Waste management | \$ |
| Power access | \$ |
| Line marking | \$ |
| Delivery of Council infrastructure such as bollards/bunting etc outside of standard business hours | \$ |
| Installation of temporary speed reductions or parking controls outside of standard business hours | \$ |
| Road closure (Please note that you will need to contact the Council's Events Coordinator to obtain a quote - please allow a minimum of 4 weeks notice) | \$ |
| Other (Please provide details) | \$ |
| Total Value of In-Kind Support | \$ |
| Cash Sponsorship Requested | \$ |
| Total Sponsorship Package Value | \$ |



SECTION FOUR - EVENT EVALUATION

Please provide details on how you will evaluate and assess the success of your event.
(please note that an Acquittal Report will be due to Council within 6 weeks of the completion of your event)

SECTION FIVE - APPLICANT DECLARATION

I, being the authorised officer of the organisation making this declaration, confirm and agree that:

- 1 The information given in this application, including any attachments hereto, is true and correct in every particular.
- 2 I am authorised by the applicant organisation to prepare and submit this application for financial assistance.
- 3 The funds will only be used for the approved project as outlined in this application.
- 4 The funds provided will be spent by the applicant organisation within 12 months of receiving grant funding unless otherwise agreed by the Council.
- 5 Any moneys not expended on completion of the project will be returned to the City of Unley.
- 6 I understand that should this application be approved by the City of Unley that I will be required to accept the Terms & Conditions of the Sponsorship Agreement.

Name

Signature

Date

If this application is being submitted under the auspice of another organisation please complete the following details:

I hereby certify that we are the auspicing organisation for this application.

Name of Auspicing Organisation

Name of Delegated Officer

Signature

Date

Please forward your completed application to:

Community Event Sponsorship Program
Attention: Events Coordinator

Mail PO Box 1, Unley SA 5061

In person Civic Centre, 181 Unley Road Unley SA 5061

Email events@unley.sa.gov.au

For all enquiries, please phone Council's Events Coordinator on 8372 5120.

