

2018/19 MAJOR EVENT SPONSOR PROGRAM

Eligibility and Guidelines – Stream 1 and 2

Intent: To deliver economic benefits to the region via the attraction and retention of major event activity.

Events held in the Local Government Area are eligible to apply for financial assistance under the Major Event Sponsor Program. There are two levels of funding assistance available:

STREAM 1	STREAM 2
<p>\$3,000 or less <i>For events held July 2018 to June 2019</i> Applications are open from 1 July 2018.</p>	<p>\$3,001 or more <i>For events held January 2019 to December 2019</i> Applications are open from 30 September 2018.</p>

Key criteria – Stream 1 and 2

- The event must be held in the Dubbo Local Government Area.
- Applicants must have at least 3 years’ experience or delivered at least 3 events of a similar scope to be eligible to apply.
- Applications for funding will be assessed on the economic value that the event will bring to the Local Government Area.
 - For events held in Wellington – minimum of \$30,000 into the LGA
 - For events held in Dubbo – minimum of \$50,000 into the LGA

Level of funding granted will be influenced by

- Number of years that the event has been held/or the number of years’ experience of the event organiser.
- Applicants under stream 2 must have at least 3 years’ experience in event delivery.
- Commitment to return the event to the LGA in subsequent years.
- Public relations activity and projected outcomes.
- Timing of the event (events scheduled during low visitation periods will be favourably considered).

Ineligible activities/applications – Stream 1 and 2

- Events not staged in the Local Government Area
- Payment of debt
- Payment of insurance premiums
- Political activities
- Items included in another funding application or to top-up funding for previous funding or any other funding
- Organisations with gaming machines and/or which trade with a liquor licence most days of the week
- Funding for prize money, prizes or trophies
- Events which occur as a matter of course (e.g. school fetes)
- Day to day operational funding for the organisation
- Funding to assist expenses in relation to guests, VIPs or stallholders to attend the event
- Wages or payment to staff
- The proposal has safety and/or environmental hazards that are not managed by acts under a Risk Management Plan to mitigate risk
- No funding will be provided retrospectively

Conditions of funding

1. Events can not apply for funding via the Major Event Sponsor Program if funding has already been provided by another funding stream of Dubbo Regional Council for the same event in the same year.
2. That the funds will be used for the purpose as specified in the application, unless written permission for a variation is obtained from Council.
3. That Council will be advised in writing if there are any significant changes to the event as described in the application, or to the contact details of the recipient.
4. That if the event is cancelled, the funds will be repaid to Council.
5. All Council and other permits, approvals, insurance etc. relating to the event are obtained or funding may be withdrawn.
6. Allow Council to use photographs of your event in the promotion of the LGA as an events destination.
7. Where possible, the organisation will source goods and services for the event from within the Dubbo Regional Council Local Government Area.
8. All recipients of funding are required to return to Council:
 - a. Benefits as outlined in the Outwards Sponsorship Matrix (below)
 - b. Acquittal report within 60 days of either the conclusion of the event, or the end of the financial year, whichever falls first
 - i. Form A: Funding provided up to \$5,000
 - ii. Form B: Funding provided over \$5,000 (funding \$10,000 or more requires an auditors statement)
 - c. Completed survey providing Council with top level data/insights
9. Council reserves the right, as part of the assessment process, to request further information or documentation.
10. Failure to provide an acquittal report will preclude the applicant from future funding opportunities.

STREAM 2: Assessment process

The assessment process has been developed to ensure transparent and equitable assessment of all applications for funding.

Section	Key Criteria	Points	Score
Mandatory criteria – must score 60/60 to qualify for further assessment			
1	Evidence of \$20M Public Liability Insurance (Certificate of Currency must cover the date of the event)	30	/60*
2	The event organiser has evidenced at least 3 years' experience in delivering events; or the event in which the funding has been requested	30	
Potential economic benefit			
3	Economic value to the LGA – more than \$1M	60	/ 60
	Economic value to the LGA – \$800,000 to \$1M	50	
	Economic value to the LGA – \$500,000 to \$800,000	40	
	Economic value to the LGA – \$300,000 to \$500,000	30	
	Economic value to the LGA – \$100,000 to \$300,000	20	
	Economic value to the LGA – \$50,000 to \$100,000 – (\$50,000 minimum for event held in Dubbo)	10	
	Economic value to the LGA – \$30,000 to \$50,000 (\$30,000 minimum for event held in Wellington)	5	
Timing of the event			
4	The event is held outside NSW school holiday periods	20	/ 20
	The event is held inside NSW school holiday periods	10	
Scope of the event			
5	The event is of National significance	30	/ 30
	The event is of State significance	20	
	The event is of Regional significance	10	
Return events			
6	The event will return to the LGA for 3 subsequent years	30	/ 30
	The event will return to the LGA for 2 subsequent years	20	
	The event will return to the LGA in the following year	10	
Total			/ 200

*Mandatory score

Outgoing Sponsorship Benefits Matrix

Return benefits to Dubbo Regional Council

Value of sponsorship	Up to \$5,000	\$5,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	More than \$20,001
DRC brand recognition on appropriate printed material	●	●	●	●	●
Distribute Regional marketing material such as Visitor Guides	●	●	●	●	●
Provide feedback to Council via survey seeking outcomes	●	●	●	●	●
Images of the event to support destination marketing activity (on request from Council)	●	●	●	●	●
Acquittal Form A	●	●	●	●	●
Acquittal Form B		●	●	●	●
Provide feedback to Council via survey seeking outcomes		●	●	●	●
Acknowledge DRC support via digital platforms (website / social media)		●	●	●	●
Acquittal Report provided no later than 60 days from the completion of the event		●	●	●	●
PA announcement or signage at the activity / event			●	●	●
Acknowledge support via pro-active promotion or advertising (radio / tv / print)			●	●	●
Complimentary tickets / invites to launch, VIP function or an event				●	●
Naming right of an event / activity or space					●

For more information

Dubbo Regional Council
 Marketing, Events and Partnerships team
 02 6801 4000
marketingandevents@dubbo.nsw.gov.au

For support for your event including
 Promotion on the Region's Events Calendar
 Online Event Organisers Toolbox

Go to:

Dubbo.com.au