

## 2019/2020 MAJOR EVENTS 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><b>\$3,000 or less</b> For events held July 2019 to June 2020 Applications open 1 July 2019 to 30 June 2020</p>	<p><b>\$3,001 or more</b> For events held January 2020 to December 2020 Applications open 2 September to 31 October 2019</p>

### KEY CRITERIA

- Events held in the Local Government Area are eligible to apply;
- Applicants must have at least 3 years' experience or delivered at least 3 events of a similar scope;
- Assessment of applications will be based on the ability of the event to bring economic and/or social benefits to the LGA;
- Events that heighten the promotion of the LGA will also be given favourable consideration;
- Events must have \$20M public liability insurance and appropriate approvals.

### ASSESSMENT CRITERIA

Via the application process, events will need to demonstrate:

- Clearly stated aims, objectives and desired outcomes;
- That the event promotes a positive image of the LGA;
- The ability/capability of the applicant to arrange and deliver the event in a safe and sustainable manner;
- The ability of the applicant to successfully market and promote the event;
- That staging of the event addresses gaps in the types of events or timing of events held in the LGA;
- That the event organiser is aware of insurance and regulatory obligations.

Each application will be assessed based on:

- Estimated number of residents or visitors expected to attend the event;
- Number of years that the event has been held;
- Number of years' experience of the event organiser;
- Length of the event (overnight visitation);
- Commitment to return the event to the LGA in subsequent years;
- Value of the event to the social fabric of the LGA and its contribution to the community's wellbeing and cohesiveness.

## INELIGIBLE ACTIVITIES/APPLICATIONS

- 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 or cyclic activities and events (e.g. school fetes/markets);
- 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;
- No funding will be provided retrospectively;
- The proposal has safety and/or environmental hazards that are not managed by acts under a Risk Management Plan to mitigate risk.

## 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)
- 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.

## ASSESSMENT PROCESS

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

SECTION	KEY CRITERIA	POINTS	SCORE
<b>MANDATORY CRITERIA:</b> Must score 60/60 to qualify for further assessment.			
1	Event organiser has evidenced at least 3 years' experience in delivering events; or the event in which the funding has been requested	30	/ 30*
2	Evidence of \$20M Public Liability Insurance (Certificate of Currency must cover the date of event)	30	/ 30*
<b>POTENTIAL ECONOMIC BENEFIT:</b> Minimum \$30,000 for Wellington and \$50,000 for Dubbo.			
3	Economic value to the LGA – More than \$1M	60	/ 60
	Economic value to the LGA – \$800,001 to \$1M	50	
	Economic value to the LGA – \$500,001 to \$800,000	40	
	Economic value to the LGA – \$300,001 to \$500,000	30	
	Economic value to the LGA – \$100,001 to \$300,000	20	
	Economic value to the LGA – \$50,001 to \$100,000	10	
	Economic value to the LGA – \$30,000 to \$50,000	5	
<b>CULTURAL SIGNIFICANCE</b>			
4	Event has significance cultural/social benefits	10	/ 10
<b>TIMING OF THE EVENT</b>			
5	The event is being held outside NSW school holiday periods	20	/ 20
	The event is being held inside NSW school holiday periods	10	
<b>SCOPE OF THE EVENT</b>			
6	The event is of National significance	30	/ 30
	The event is of State significance	20	
	The event is of Regional significance	10	
	Local Government Area	5	
<b>NUMBER OF YEARS EVENT HAS BEEN HELD</b>			
7	3 or more years	20	/ 20
	2 years	10	
	Inaugural year	5	
<b>RETURN EVENTS</b>			
8	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 the following year	10	
<b>REVENUE SOURCES</b>			
9	Federal Government funding	N/A	N/A
	State Government funding		
	Sponsorship agreements		
	Admission/gate takings/registrations		
<b>TOTAL</b>			<b>/ 230</b>

\*Mandatory score.

For template documents including an Event Management Plan and Risk Management Plan, go to the online Event Organiser's Toolbox: <https://www.dubbo.nsw.gov.au/Community-and-Groups/Events--Community-and-Awards/support-for-your-event>

## OUTGOING SPONSORSHIP BENEFITS MATRIX

Return benefits to Dubbo Regional Council

VALUE OF SPONSORSHIP	Up to \$5,000	\$5,001 to \$10,000	\$10,000 to \$15,000	\$15,001 to \$20,000	More than \$20,001
DRC brand recognition on appropriate printed and digital material	•	•	•	•	•
Distribute Regional marketing material such as Visitor Guides	•	•	•	•	•
Images of the event support destination marketing activity	•	•	•	•	•
Acquittal Form A or Form B provided no later than 60 days from completion of the event	•	•	•	•	•
PA announcement or signage at the activity/event			•	•	•
Acknowledge support via proactive promotion or advertising (radio/tv/print)			•	•	•
Complimentary tickets/invites to launch, VIP function or an event				•	•
Naming right of an event/activity/space					•

Failure to provide an acquittal report will preclude the applicant from future funding opportunities.

## FOR MORE INFORMATION

Dubbo Regional Council Events Unit  
02 6801 4000  
[marketingandevents@dubbo.nsw.gov.au](mailto:marketingandevents@dubbo.nsw.gov.au)