

## CORPORATE SPONSORSHIP

### Eligibility and Guidelines

**Intent:** Financial assistance for projects and programs that support Council in the delivery of actions under the Community Strategic Plan.

### Application Guidelines

- Sponsorship proposals aligning to actions under Council's Community Strategic Plan or those demonstrating a positive impact on the region will be given priority consideration.
- It is mandatory that applicants provide evidence of appropriate insurance including Public Liability Cover of at least \$20M.
- Applicants evidencing planning strategies (including risk, delivery and promotion) will be highly regarded.
- The proposal has broad community support or the potential to reach a wide audience.

### Assessment Guidelines

- Council receives numerous applications for sponsorship throughout the year, when considering proposals Council will also consider the following factors:
  - Does the sponsorship align with Council's core values?
  - Does the proposal fall within designated budget?
  - Does the proposal provide value for money promotion for Council?
  - Does the proposal invite Council to develop a positive relationship with the community or niche market through the activity/event?
  - Does the sponsorship maximise public relations opportunities for Council?

### Ineligible activities/applications

- Payment of debt
- Payment of insurance premiums
- Political activities
- Items included in another funding application or to top-up funding for a previous funding or any other funding
- Organisations with gaming machines and/or trade regularly with a liquor licence most days of the week
- Funding for prize money, prizes or trophies
- Day to day operational funding for the organisation
- Capital expenses, purchases, equipment, wages
- The proposal has safety and/or environmental hazards
- No funding will be provided retrospectively

## Sponsorships will not be entered into by Council with:

- Organisations involved in the manufacture, distribution and wholesaling of tobacco and/or tobacco related products.
- Organisations involved in the manufacture, distribution and wholesaling of pornography related products.
- Organisations whose services or products are injurious to health, and/or are perceived to be in conflict with Council's policies and responsibilities to the community.
- Political or religious activities.
- Sponsorships that imply Council supports excessive alcohol use or gambling.
- Programs that denigrate, exclude or may offend minority community groups.
- Sponsorships which require or imply the region's endorsement of commercial products, services, companies or individuals. *Note: whilst all sponsorships represent a partnership that comes with a level of endorsement from both parties Logo placement with a 'proudly supported by' tag line does not classify as an endorsement of a business. An image of Councillors using the product saying "it is the best" would be seen as endorsement.*
- Sponsorships which personally benefit individual employees/Councillors or their family/friends.
- Sponsorships which give the sponsor influence over the Council and access to restricted information.
- Sponsorships which imply Council/regional endorsement of contentious community issues.
- Persons or organisations who are in breach of regulations or ordinances administered by Council.
- Persons or organisations who are under investigation by the ICAC or any other authority.
- Alcohol related sponsorship may be accepted providing such sponsorship is not directly linked to activities, assets, facilities or services for young people under the age of eighteen.

## Conditions of funding

1. The program/project/activity can not apply for sponsorship 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 program/project/activity is cancelled, the funds will be repaid to Council.
5. All Council and other approvals, insurance etc relating to the event are obtained or funding may be withdrawn.
6. Allow Council to use photographs of your program/project/activity in materials to promote actions under Council's Community Strategic Plan,
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
    - 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 application from future funding opportunities

## 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

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