



EVENT SPONSORSHIP PROGRAM & FUNDING GUIDELINES

2023-2024



Events in the Renmark Paringa District

Introduction

Renmark Paringa Council is committed to fostering a vibrant event culture and enhancing the areas reputation as a prime location for events that deliver economic, experiential, and social outcomes for the community.

The Event Sponsorship Program is to provide financial and in-kind support to eligible organisations and commercial entities to assist in the delivery of financially sustainable events that are in line with Council's Corporate Plan.

The Event Sponsorship Program aims to:

- Encourage a range of events that foster a strong community culture, contribute to the economy and enhance the visitor experience.
- Support quality events that strengthen Renmark Paringa's reputation, improve business opportunities and encourage community participation and interaction.
- Support event organisers to hold welcoming, accessible, compliant and safe events.
- Support event organisers to develop new events or a unique, point of difference for their event that would engage with a broader demographic.
- Support event organisers to implement a continuous improvement strategy for their event, with a view to achieving an independent financially sustainable model.
- Encourage events to consider and reduce their environmental and waste management footprint.

Events must be held before 31 May 2024 to be eligible for the 2023-2024 funding round

\$ Sponsorship of up to **\$5,000** will be made available for eligible organisations for both new and existing events. This may include a cash **or** an in-kind contribution only (eg road closures, waste management, irrigation marking, power access etc) or a combination of both to the total of **\$5000**.

! Applications may only be made for one of Council's funding programs (Community Grants or Community Support Funding or Event Sponsorship) per financial year



Event Sponsorship Program Guidelines

Who can Apply?

Applications will only be considered from organisations that meet the following criteria –

- Must be an incorporated body or commercial entity with an Australian Business Number (ABN)
- Be an organisation/entity based within the Renmark Paringa district OR seeking funding for an event whose major emphasis is within the Renmark Paringa area
- An organisation/entity that is able to demonstrate they can meet the financial commitment, event process and risk management requirements of the event.
- Be seeking to reduce dependence on Council funding with a view to developing a financially sustainable event



Application Process

- Council will call for applications annually. If there is funding remaining, the program will revert to a rolling sponsorship process where funding will continue to be assessed and allocated until the budget is expended.
- All requests for Event Sponsorship are required to be completed electronically on the relevant application form and submitted within the given timeframes with all supporting documents.
- All questions in the application form must be answered with any supporting evidence provided as required for assessment purposes. Council reserves the right to request further information to support your application where applicable.
- No applicant can be guaranteed funding, nor can any applicant be guaranteed to receive the full amount requested.
- Events that are proposed to be held on Council land must submit an Event Permit Application to Council's Events Team (based at the Visitor Centre) at least six weeks prior to the event or for major events, a minimum six month planning period applies.
- Sponsorship approval does not automatically provide approval for use of Council's public land or facilities.



Requests for financial and/or in-kind support by state, national or international bodies for major locally hosted events will be considered on a case-by-case basis. Contact in the first instance must be made with the Events Team at the Renmark Visitor Centre



What will not be Funded

- Events occurring outside the boundary of the Renmark Paringa Council, unless it can be demonstrated the event will have significant benefit to the Renmark Paringa community
- Events that have proven safety and/or environmental hazards without genuine mitigation strategies
- Past funding recipients with outstanding debts to the Renmark Paringa Council and/or incomplete reporting on previous funding
- Retrospective requests for funding
- Funding requests for capital expenditure items relating to purchase or lease of real estate, renovation, repair or maintenance of equipment
- Funding requests for general fundraising activities
- Funding requests from State or Federal Government departments, other Council's or non-incorporated organisations.
- Events where there is an intent, at the time of application or during the course of the event, to distribute surplus funds to a third party.

Event Sponsorship Program Guidelines

Assessment Process

All Event Sponsorship Program applications will receive a receipt notification.

The Event Sponsorship Program is a highly sought after and competitive source of funding. Applications should aim to address and meet the objectives of the Program, which will form the basis for the assessment criteria. The success of an application will be determined on its merits against the assessment too and in competition with other applications submitted. Applications that meet eligibility and address the assessment criteria are not guaranteed funding.

Administration will provide an assessment and recommendations to the Grants and Sponsorship Committee regarding applications utilising an assessment tool. The Committee has delegated authority to make the final decision regarding funding of applications. Applicants will be advised in writing of the outcome of their application (successful or unsuccessful). Successful applicants will be provided with a funding agreement for review prior to payment being made. The funding decision made by the Committee is final.



Recognition of Renmark Paringa Council

It is expected that successful applicants will formally recognise the financial contribution and assistance made by Renmark Paringa Council whenever possible throughout the term of the event and at its conclusion. Council's logo together with the Renmark tourism brand logo will be provided to successful applicants, and these should be used in any promotional materials such as social media, flyers, posters, brochures, or advertising. Where possible, an invitation should be made for a Council representative, preferably the Mayor, to attend the event.

Event Organisers are also strongly encouraged to load the event details onto ATDW (Australian Tourism Data Warehouse), a database that feeds events to key tourism websites including South Australia.com, Visit Riverland and Discover Renmark, ensuring maximum exposure.



Payment of Funds

- Payment of any cash portion of funding will be made to the applicant upon receipt of the signed funding agreement and the Event Permit Application with supporting documents relating to the event by Council's Events Team at the Visitor Information Centre for events held on land under the care and control of Council. Applications must be received at least 6 weeks prior to the event or for major events, a minimum 6 month planning period applies.
- Any in-kind portion of funding will be offset against services supplied by Council for the event and outlined on the Event Permit Approval.
- Cash payments will be made by Electronic Funds Transfer (successful applicants will be required to submit bank details with their funding agreement).
- If the project is unable to be completed by 31 May in the financial year the sponsorship was approved, organisations should seek Council assistance as early as possible to ensure that funds do not need to be returned.

Event Sponsorship Program Guidelines

Reporting and Acquittals

All successful applicants must complete and return the provided event acquittal document within 12 weeks of the conclusion of their event, together with any supporting documentation or copies of invoices supplied if requested.

If an organisation fails to submit an approved acquittal report, they may risk grant monies being required to be returned to Council and may be ineligible to apply for future funding

- Where there is evidence of a significant surplus profit from the event that exceeds the sponsorship funding provided by Council, this may be taken into consideration when evaluating future sponsorship requests.



Event Cancellation

In the instance the sponsored event is cancelled, Council is to be notified in writing within 48 hours, with funds to be returned to Council unless the applicant can demonstrate that the portion of the expended funding has been committed and is unable to be refunded.



More Information

It is highly recommended that new applicants contact Councils' Tourism Coordinator to discuss the proposed event prior to submitting an application.

Sue Whitbourne, Tourism Coordinator, Renmark Paringa Council - 8580 3060



Applications are to be completed electronically and submitted via –

Email | discover@renmarkparinga.sa.gov.au
Post or In Person | 84 Murray Avenue RENMARK 5341

Applications must be received by 5pm on Friday 1 September 2023



Event Sponsorship Program - Application Form

Please refer to the Event Sponsorship Guidelines (pages 1 – 4 of this document) when completing your application, ensuring that all questions are answered, and all supporting documentation is provided where requested. Incomplete and late applications will not be accepted.

Event Details

Event Name	
Event Date/s	
Event Times	
Event Venue	

** Please note - any applications seeking funding for events that are proposed to be held on Council land must have submitted an Event Application to Councils Events Team at the Visitor Information Centre at least 6 weeks prior to the event or for major events a minimum 6 month planning period applies.*

Sponsorship Request

In-Kind – Requested Amount	\$
Cash – Requested Amount	\$
TOTAL FUNDING REQUESTED	\$
What will the requested cash funding be used for?	

Applicant Details

Organisation			
Contact Person			
Email			
Phone			
Website			
Postal Address			
Are you Incorporated	Yes / No	ABN*	
Are you GST Registered?	Yes / No		

**If you have answered no, you will be required to complete & return with funding agreement, "Statement by a supplier form – reason for not quoting an Australian Business Number (ABN) to an enterprise". Copies available from ATO website.*

Provide an overview of the event including the purpose of the event and what it involves.

1. Event Objectives

Please outline the goals of the event. What is the benefit / outcome of running the event to your organisation?

What will the outcomes / benefits be to the local community?

How will you determine / measure if you have achieved your goals?

If an existing event, outline any new initiatives that you are planning to include in your event scope to achieve your goals.

2. Target Audience

Describe the people you want to attract to your event. Identify your primary and secondary target audiences and describe your audiences in as much detail as you can – eg age, gender, where they are from, what they like, type of jobs, income brackets, what they would expect from your event etc. For example -

Target audience: People who currently participate in our event/activity/sport/special interest area. The majority are aged from 40 – 85 years, 60% men, 40% women, from Adelaide, western VIC (within a 3 hour radius of Adelaide), and most have a passion for history, vintage vehicles & restoration. A majority are retired but have a strong skill base in mechanics.

Primary Target Audience

Secondary Target Audience

3. Marketing Activities

Select which tools you plan to use to promote your event. The examples below may assist in widening your marketing reach (there are likely to be others that are not listed). Select only the tools that will be most effective for your event and to reach your target audience, taking into consideration your expertise, resources and budget.

DIGITAL / ONLINE	YES
Event Website – update content, consider other relevant websites - ATDW	
Social Media - Facebook, Instagram, Snapchat, Blogs, Forums etc	
Online Event Calendars – Visitor Centre, Regional Tourism, SATC, ATDW,	
Online Adverts – Google Ads, Sponsored Posts	
Event App – event specific app	
QR Code – for posters, flyers etc	
SMS – event database announcements, updates	
Email – direct contact with database	
Email Signature – develop a professional email signature that promotes the event	
Ticketing – selling methods, data collection, online promotion	
TRADITIONAL MEDIA	
Posters, Flyers, Programs – ensure an achievable distribution plan	
Signage, Banners – town entrances, regional, venues	
Media Releases – distribution plan, predetermine dates and topics	
Local Newspapers / Publications – sponsorship, advertising, media releases, competitions, joint promotions	
Radio – sponsorship, community service announcements, paid advertising, competitions, news stories, interviews	
Television – sponsorship, paid advertising	
Magazines, Industry / Special Interest Publications – media releases, stories, advertising	
What's On Event Listings – local, regional, state, newspapers, magazines etc	
Word of Mouth – identify ways to spread the word	
Direct Mail – database	
PUBLIC RELATIONS / PUBLICITY	
Visitor Information Centre's – permits, promotion, partner opportunities	
Sponsors, Stallholders, Stakeholders – plan co-promotion opportunities with key partners	
Free Editorial – articles, photos, listings	
Launch – for media, sponsors, stakeholders	
Functions – thank you events, awards, official opening	
Guest Speaking – promote at guest speaking engagements	
Face to Face Promotion – other events, shopping centres, markets etc	
Notice Boards / Mail Drop – include post office boxes	
Local Politicians – request inclusion in newsletters etc	
Council, Tourism, Businesses – identify opportunities for promotions, advertising, special offers, partnering	
EVALUATION	
Data Analysis -	
Media Wrap-up - collate media post event	
Social Media – call for feedback, improvements, testimonials	
Debriefs – sponsors, stallholders, Council / Visitor Information Centre, key stakeholders	
OTHER	

4. Event Sustainability

Events need to demonstrate that they are financially sustainable or have the ability to generate supporting revenue. Events are encouraged to have multiple income streams to ensure their long term sustainability. Events that rely heavily on grants and major sponsorships need to demonstrate how the risks associated with these arrangements are managed.

Will attendees be charged an entry fee to participate? **Yes / No** If yes, provide details and include in your budget -

Will you be charging stallholders a site fee? **Yes / No** If yes, please provide details and include in your budget -

What services / products are likely to be offered by stallholders at your event?

Are you seeking additional sponsors? Please provide details -

Please list the key stakeholders / partners involved in your event

How could your event become financially sustainable beyond or without Council's funding?

Provide details on the events ability to develop new or increase existing income streams.

Data Collection

If your application is successful, you will be required to collect specific event data as a component of your funding agreement. The data will help support your event acquittal report and can assist in developing a better understanding of the economic benefits your event contributes to our district.

This data can also assist with any further grant applications for your event to state or federal bodies, enabling you to substantiate your events position and economic input into the local community. It is suggested that you survey between 10-20% of participants and attendees at your event or each component of your event. Survey Monkey is a great tool, providing the data electronically for future use.

It is suggested that you include -

1. How did you hear about the event? Include a list of options.
2. Where do you live? Include a list of options ie Renmark, Riverland, other regions in SA etc
3. Did you come to Renmark specifically for the event?
4. How many people travelled with you to attend the event?
5. How many nights are you staying?
6. What other events will you be attending?
7. What other attractions / activities will you be visiting?
8. Would you return to the Riverland for the same or similar significant event?

For a sporting or participation event, also include -

Are you visiting the region as a participant or a family member/supporter of a participant?

Council's Events Team can assist you with setting up the survey process and data analysis.

5. Tourism and Economic Benefits

How many people are you expecting overall to attend your event/s?	
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Please breakdown anticipated event attendance numbers by place of origin –

LOCAL (Renmark area)	RIVERLAND	INTRASTATE	INTERSTATE

How long do you anticipate your attendees will stay in the Renmark area (%)?

DAY TRIP ONLY	OVERNIGHT	TWO NIGHTS	THREE NIGHTS OR MORE

How did you determine the length of stay data provided in the previous question? ie event timeframe/duration, historical data, event packages etc

Have you considered how your event could attract additional visitors to the Renmark Paringa district, and encourage a greater length of stay?

Do you believe that your event has the potential to develop into a significant regional event? What would need to occur to make this happen?

Does your event have the ability to attract positive media attention outside the Riverland that will encourage increased visitation and a higher profile of your event and our district?

6. Community Activation

Are there opportunities for members of the community to be involved in the delivery of your event or be part of your event? i.e volunteering, stall holder. If yes, provide further details.

7. Creating Inclusion

By planning for and promoting an inclusive event, it is likely that more people will attend and have a fantastic experience. Describe how your event is accessible to people ie use of easy english, directional signage, low sensory or quiet areas, mobility & access, alternate information resources

8. A Sustainable Environment

Describe steps that your event has in place to reduce environmental impacts resulting from the event? i.e. recycle and waste bins, compostable items etc www.replacethewaste.sa.gov.au

9. Budget

IN-KIND SUPPORT - Please list the services that you are seeking Council to provide on an in-kind basis for your event. Each service (ie road closure, location fee, waste management etc) has a value associated to it. These are outlined in Council's Schedule of Fees & Charges. Use this document to assist in preparing this information. www.renmarkparinga.sa.gov.au/council/council-documents/feesandcharges

SERVICE	VALUE
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL	\$

*Services listed above will be checked against those listed in the Event Permit Application. Any amount exceeding the approved in-kind values may be charged back to your organisation.

INCOME & EXPENDITURE

INCOME	AMOUNT	EXPENDITURE	AMOUNT
Your organisation's contribution	\$	Insurance	\$
RPC Cash Sponsorship	\$	Marketing / Promotion	\$
Sponsorship	\$	Entertainment	\$
Ticket Sales / Entry Fees	\$	Infrastructure	\$
	\$	Venue Hire	\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
Total Income	\$	Total Expenditure	\$

**Please supply the most recent copy of your organisation's bank statement with your application

Have you applied for funding from any other external sources? If so, please provide details

Source	Value Requested	Outcome*
South Australian Tourism Commission	\$	
	\$	
	\$	
	\$	

*Successful, Unsuccessful, Pending

If there is an anticipated budget surplus, please describe what will happen to the surplus?

How has Council previously sponsored or supported your event or organisation, and if so, when?

Are you planning to distribute funds, either from an event surplus or funds raised in the course of your event to a third party(ies)? **Yes / No** If yes, provide details -

How will Council's contribution to your event be recognized? * All recipients of Council funds must include Council's logo / tourism brand on event flyers and promotional materials for the event, commensurate with the level of cash and in-kind sponsorship provided.

10. Declaration

I hereby certify that I have been authorised to prepare and submit this application on behalf of the above-mentioned group / organisation.

I declare that –

- We have read and understand the guidelines for the Renmark Paringa Council Event Sponsorship Program
- The information supplied in this application is to the best of our knowledge accurate and complete.

Name	
Position	
Signature	
Date	

Office Use Only

Date Received	
Incoming Mail Registration Number	
Financial Amount Requested by Organisation	
Non-Cash Contribution Value	
Reviewed by Administration and Grants & Sponsorship Committee	
Outcome of Application	