



# EVENT SPONSORSHIP FREQUENTLY ASKED QUESTIONS

HUME CITY COUNCIL *FESTIVAL Season 2021/22*

Before you take the time to submit a sponsorship request, please read through these FAQs to get answers to some of the more common questions. You can also find our Sponsorship Policy at: [hume.vic.gov.au/sponsormyevent](https://hume.vic.gov.au/sponsormyevent)

## Before applying

### Why apply?

A sponsorship can assist with the costs of delivering a community event. Hume City Council is proud to support groups and organisations who host events and festivals for the benefit of the local community. Sponsorship can be provided either as a financial amount or as an in-kind benefit (for example, removing hire fees).

### What is the eligibility criteria?

- The event or activity must be relevant to Hume City,
- The event organiser must be an incorporated group or organisation (or auspice by an incorporated party) or a commercial entity and have an Australian Business Number (ABN),
- The event organiser must be clear of any outstanding debt with Council and have submitted all previous sponsorship reports (particularly showing how funds were used), and
- The event must be held within the Sponsorship period (in this case, between 1 July 2021 and 30 June 2022).

### What are Council's expectations from my event?

Council will expect that your event will add value to the annual festival and event calendar, providing benefit and relevance to our diverse community. In return for sponsorship, Council will expect: sponsorship acknowledgement in all promotional material, opportunities to participate in the event and a full sponsorship report following the delivery of the event.

### How often are event sponsorships offered?

Once a year. Sponsorship applications for

Round 1 must be received by 7 May 2021, for events being held from 1 July 2021 to 31 December 2021. Round 2 applications must be received by 30 June 2022 for events being held from 1 January 2022 to 30 June 2022.

### What if you have sponsored my event in the past?

There is no limit to the number of times that you can be sponsored.

### How much sponsorship can I request?

Based on previous successful funding applications, groups have applied for between \$1,000 for a small-scale community event, up to \$30,000 for a large-scale festival. While there is no set limit, each application is assessed on its merit requirements.

### What can I do prior to applying to help my application?

#### Before applying you should:

- Provide documents that prove the status of your organisation along with event details. The list of required documents includes:
  - Certificate of Incorporation
  - Auspice information (if applicable)
  - ABN details
  - Event details including proposed date, time, location, activities, objectives, etc.
  - Quotes to support your budget.
- Consider how your event will add value to the community.
- Confirm the capacity of your organisation to deliver the event.



## Applying

### How long is the process?

#### Key dates

- 1 April 2021: Applications open.
- 7 May 2021: Round 1 applications close.
- 30 June 2021: Round 2 applications close.
- 1 July 2021: Round 1 applicants are advised of successful sponsorship application.
- 30 October 2021: Round 2 applicants are advised of successful sponsorship application.

### Who makes the final decision?

Hume City Council, in line with its Sponsorship Policy.

### Can I apply for another sponsorship, if I haven't provided a final report and acquitted the last sponsorship?

No. If you have not shown how your sponsorship was spent (provided an acquittal), your application will be assessed as ineligible.

### Will Hume City Council restrict the capacity of my organisation to accept sponsorship from other sources?

No. Although any other sponsorship or funding provider must not conflict with Hume City Council's values.

## After-approval

### How will I know if my application has been successful?

A letter will be sent to you advising of your successful application.

### How are payments made?

When you receive the letter stating that your application was successful, you will be asked to provide an invoice for the amount that you have been sponsored. Funding will be paid no longer than 4 weeks prior to the event date.

### Can I get feedback if my application for sponsorship is not successful?

Yes, you can email: [events@hume.vic.gov.au](mailto:events@hume.vic.gov.au) to ask for feedback.

### What happens if my Council-sponsored event can't proceed as proposed?

If your event cannot proceed, you will need to contact Council immediately to discuss.

### Do I need to complete an acquittal?

Successful applicants will be required to submit an acquittal after the event detailing the return on investment to Council as a sponsor as well as proof of spending of the sponsorship funds for the event.

## More information

If you need more information or would like to discuss your application, you can contact the Events and Festivals team, via: [events@hume.vic.gov.au](mailto:events@hume.vic.gov.au) ☎ **9356 6768**

Applicants who speak a language other than English can contact Council via HumeLink, our dedicated multilingual telephone information service, or request a copy of this information in another language.

# HumeLink

Hume City Council's

multilingual telephone information service.

General enquiries: Telephone 9205 2200

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