



**2022-2023
EVENT SPONSORSHIP
PROGRAM

GUIDELINES**

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INTRODUCTION

Hume City Council aims to be a leader in achieving social, environmental and economic outcomes with a common goal of connecting our proud community and celebrating the diversity of Hume. We're committed to social justice, and this funding program helps us by encouraging civic engagement, social participation and community wellbeing. We seek applications from organisations and commercial entities who plan to host an event to benefit Hume City.

We aim to support events and activities consistent with our values and vision, as identified in Council plans and strategies. We aim to provide successful events and activities that benefit Hume City.

The 2022/2023 Event Sponsorship Program will be open in two rounds.

KEY DATES

Round 1 – for events held between 1 July – 31 December 2022	Round 2 – for events held between 1 January – 30 June 2023
Applications open – Monday 14 February 2022.	Applications open – Monday 14 February 2022.
Applications close - midnight 13 March 2022.	Applications close - midnight 31 May 2022.
Outcome notifications - by 1 July 2022.	Outcome notifications - by 31 August 2022.
Agreements (successful applicants) - July 2022.	Agreements (successful applicants) - August 2022.
Payment (if successful) - no longer than four weeks prior to event date.	Payment (if successful) - no longer than four weeks prior to event date.

ELIGIBILITY

Applicants must meet the following eligibility criteria to apply for funding:

- Apply on behalf of an event or activity that is relevant to Hume City;
- Be an incorporated group/organisation (or auspice by an incorporated party) or a commercial entity;
- Be clear of any outstanding debts with Council and have submitted all previous sponsorship reports and acquittals.

CATEGORIES

Tier 1 - \$20,000 - \$30,000

Attendance: minimum 4,000 people throughout event

Economic benefits: Attract visitors to Hume and encourage attendees to stay in the region.

Benefits to Council: Presenting or major partner including significant digital and print advertising, significant branding, on-site signage opportunities, etc.

Tier 2 - \$10,000-\$19,999

Attendance: minimum 3,000 people throughout event

Benefits to Council: Major partner including significant digital and print advertising, significant branding, on-site signage opportunities, etc.
Tier 3 - \$2,500 - \$9,999 Attendance: minimum 2,000 people throughout event Benefits to Council: Event partner including logo and acknowledgment on digital and print advertising, on-site signage opportunities, etc.
Tier 4 – Up to \$2,500 (financial or in-kind) Attendance: up to 1,000 people throughout event Benefits to Council: Supporting partner including logo placement on the website, program and signage at the event.

NOT FUNDED

What's Not Funded	Notes
Any conflict with principles of equity, access, participation, rights and accessibility for all community groups	They do not align with our Social Justice Charter
Any conflict with the broader policies and practices of Council or may be perceived in conflict	-
Applicants or groups who undertakes any illegal or unethical activity that negatively impacts the community and/or natural environment	-
Alcohol licenses, tobacco and gambling related activities	They do not align with our Health and Wellbeing Plan
Fixed/permanent equipment, building maintenance or capital improvements (such as heating or cooling systems, shade sails, solar panels, portable buildings etc.).	This funding is specific for events
Activities, projects, programs and events that are owned, managed or already funded by Hume City Council.	Hume City Council's own activities, projects, programs and events are already funded through the annual budget process, therefore won't be funded through Community Grants.
Personal expenses (i.e. petrol, utility bills, phone bills that aren't in the group's name or aren't incurred by the group)	The Event Sponsorship Program funding is there to support the running of events. Funding can not be used to fund personal expenses, even if those personal expenses relate to group activities. For example, if you drive your car to a group meeting, you wouldn't be able to use grant funding to cover your personal fuel expenses. However, if the group needed to travel

	<p>together for a group-related event, it may be feasible for grant funding to cover transport expenses. Another example is, if you have done some admin at home for your group, you would not be eligible to use funding to pay your electricity bill. But if your group is renting a space, it is feasible to pay the rent and electricity for the space with the funds.</p>
<p>Events that don't have public liability insurance.</p>	<p>We will only fund groups with events that are covered by Public Liability Insurance (PLI).</p>
<p>Applications that don't meet eligibility requirements.</p>	<p>If you don't meet the eligibility requirements, you can't be considered.</p>
<p>Applications with incomplete or incorrect information or supporting documents.</p>	<p>When completing your online application, you'll be asked to upload supporting documents. It's important you ensure your documents are correct and complete, otherwise they will not support your application. We try to follow up on incorrect or missing documentation, but we cannot guarantee we'll be able to in time for your application to be assessed so we strongly encourage you to double-check your documents, and try to get at least two people from your group to check over the documents before you upload and submit them.</p>
<p>Specific budget items</p>	<p>Salaries, administration fees, personal fuel usage</p>

INFORMATION AND DOCUMENTATION

Prior to submitting your application you will need to have the following information ready to include:

- Certificate of Incorporation
- Current Certificate of Public Liability Insurance
- Quotes for budget
- Organisation / Business details
- Event details

COMPLETING YOUR APPLICATION

1. Confirm your eligibility
2. Identify the appropriate funding category
3. Gather your information and documentation
4. Apply via the online SmartGrants application
5. Submit your application on time

ASSESSMENTS

Various stages are required for Council to complete the assessment process, including:

- Eligibility checks.
- Assessments by an internal panel.
- Successful applicants recommended to Council for review.
- Applications receive endorsement at a Council meeting.
- Applicants notified.

We assess the applications based on the following criteria:

Criteria	Notes
Relevance to Hume City	Location, local attendance, local participation and engagement, local arts and culture
Economy benefits	Promotion to visitors, attract visitors, support local business
Sustainability	Minimising waste, organics and recycling, encouraging public transport or ride/walk, sustainable packaging use for stalls, ban on plastic straws or balloons
Accessibility	Open to the public, free or low cost, ticket inclusions, attendance numbers, date/time/location, wheelchair/pram/parent room/toilets/interpreters
Funding	Reasonable request, clear and realistic budget, inclusion of all items, supporting quotes, reliance on Council funding, benefits to Council
Event Management	Well planned and achievable, reasonable timeframe, previous experience, realistic event objectives, evaluation plan, knowledge of legislation, risk and safety, Child Safe standards.

SUCCESSFUL APPLICANTS

If you are successful in obtaining funding from Council, you'll be expected to:

- Sign a funding agreement
- Send Council an invoice with payment made no longer than 4 weeks prior to event date.
- Spend the money for the purpose outlined in your application and agreement.
- If your plans change (timing / budget / project), you need to submit a variation request to Council, and have it approved, before you make any changes to your project.
- If you spend the funding differently than your application / funding agreement without approval, Council will ask for all grant monies to be returned.
- Submit an Acquittal/Accountability Report that shows how the grant money was used, as set out in the agreement document. You will also need to show proof that money was spent i.e. receipts or financial reports.

- Return any unspent funds to Council, unless written consent has otherwise been granted by Council.
- Acknowledge Council's support in any advertisements, flyers or other activities used to promote the project as detailed in the agreement.

IMPORTANT INFORMATION

- The decision to award grants is made by Hume City Council.
- Hume City Council's Sponsorship Funding Program is a competitive process and funds are awarded based on merit.
- We reserve the right to re-categorise any application into the category we deem appropriate.
- Council's decision is final. There is no review or appeal process.
- Canvassing of Councillors is prohibited. This means that you can't contact a Councillor and ask them to put in a good word, or help you get your grant approved.
- We reserve the right to withdraw support or ask for funds to be returned if you do not comply with Council policy or any written agreement entered into.

SUPPORT

- The application form in SmartyGrants includes a link for a Help Guide for Applicants.
- For support with the process or application form, please contact the Events Team via email events@hume.vic.gov.au

FAQ's

Can I apply for multiple funding?

You can only apply for one round of funding for the financial year in either Round 1 or Round 2.

What is auspicing?

You can approach a larger organisation to partner with your community group/organisation to receive funding. The 'auspice organisation' takes responsibility (legal and financial) of the funding on your group's behalf. They will sign your agreement, receive and distribute the funds under the agreement, ensure events are completed, and submit accountability and evaluation reports on your behalf. Your group/organisation will be known as the 'funding recipient'.

Why choose an auspice arrangement?

You may consider an auspice arrangement with another organisation if your group/organisation is ineligible to apply for funding (for example, if your group is not incorporated). You may also wish to take advantage of the infrastructure, skills and management of an established organisation, especially if your group does not have experience with applying for and managing grants.

Important information on auspice organisations:

- The auspice organisation you choose must be incorporated and have an ABN.
- The auspice organisation accepts legal and financial responsibility for the funding and will need to meet all eligibility criteria and provide public liability insurance coverage for the event.
- Funding will be paid to the auspice organisation, not the applicant. If you choose to apply for funding as part of an auspice agreement, you need to provide the auspice organisation's contact details, ABN, their most recent financial report, and evidence outlining your agreement with them

Does my group need an ABN?

Your group may need to supply an ABN as part of your application. An ABN refers to an Australian Business Number issued by the Australian Taxation Office (ATO). If your organisation has an ABN, it must be included in your application. The holder of the ABN is either:

- Registered for the Goods and Services Tax (GST), or
- Not Registered for the Goods and Services Tax (GST)

It's a good idea for any incorporated group to register for an ABN. You can read more at the ATO website www.ato.gov.au/business/registration

What if my group doesn't have an ABN?

If your organisation doesn't have an ABN, you're requested to complete a Statement by Supplier Form and lodge it together with your application. The form is available on the Australian Taxation Office's (ATO) website: www.ato.gov.au/forms/statement-by-a-supplier-not-quoting-an-abn/

Please note, if you don't have an ABN and don't supply this form, we're obliged to take 46.5% of the grant allocated and send this to the ATO. For information about taxation, contact the ATO on 13 28 66 between 8am and 6pm Monday-Friday, or visit www.ato.gov.au If you want to talk to a tax officer and require an interpreter, call the Translating and Interpreting Service on 12 14 50. If you have a hearing or speech impairment and have access to appropriate TTY or modem equipment, phone 13 36 77. If you have access to TTY or modem equipment, phone the Speech to Speech Relay Service on 1300 555 727

Why do we need Public Liability Insurance?

We understand that Public Liability Insurance (PLI) may cost a significant amount, however the risks of not having PLI could cost you much more. While it's unlikely anything will go wrong at an event, mishaps can occur, and a member of the public could be injured or a property damaged. PLI protects your group against the liability to pay damages for a bodily injury, death, or for property damage that occurs as a result of an activity you run. It also covers the legal costs you would face if you had to defend a claim for bodily injury or property damage. Because of the enormous potential costs your group could face if something went wrong and you didn't have PLI, we only fund groups who manage the risk by having PLI.

Why doesn't Hume Council's Public Liability Insurance cover us?

Hume Council has taken out its own very specific PLI policy, which covers specific activities and locations.

Can you organise our Public Liability Insurance for us?

There are many variables when it comes to the calculation of PLI, such as the type of activities being run, how many activities or events take place, and the location in which they occur. Each group is unique and needs to have insurance that matches its activity, therefore it is important that the group organises their own PLI. It's important that you understand your PLI policy, and take out separate insurance when required, such as volunteers insurance to cover volunteers in the event of an injury claim, or contents insurance, to cover damage to a property in your organisation's control (if you're renting a space).

What does In-kind mean?

"In kind" means items, goods or services that has been donated. i.e. You might apply to Council for in-kind funding for venue hire of a Council facility. If successful, Council would cover the hire fee as part of the funding agreement.