



# **Attachment 1 to Item 4.2.4**

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## **Draft Event Sponsorship Policy**

Date of meeting: 21 November 2023  
Location: Council Chambers  
Time: 6:30 p.m.





# Event Sponsorship Policy

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**DRAFT COUNCIL POLICY**

<b>Division:</b>	Corporate Communications and Events	<b>Policy Number:</b>	
<b>Branch:</b>	General Manager	<b>Adopted Date:</b>	
<b>Responsible Officer:</b>	Manager Communications and Events	<b>Next Review Date:</b>	
<b>Director:</b>	General Manager	<b>Version:</b>	



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### 1. TITLE

Event Sponsorship Policy.

### 2. PURPOSE

The purpose of this Policy is to outline the principles of event sponsorship and create a transparent approach to the way Council sources and manages sponsorship.

This Policy outlines the principles of sponsorship provided by Council to community groups, not for profit organisations and private organisations. It establishes a transparent framework for the provision of monetary and in-kind sponsorship by Council for external programs. It also establishes a transparent approach to the way Council sources and manages sponsorship of Council programs and events.

The Policy:

- Outlines general principles for managing Council's event sponsorship program, both monetary and non-monetary in nature
- Outlines general principles for managing sponsorship of Council programs and events, both monetary and non-monetary in nature
- Outlines principles in sourcing and managing sponsorship
- Ensures that all sponsorship is dealt with in a fair, transparent and equitable manner; and
- Outlines responsibilities of parties involved in the sponsorship arrangement.

Council's Sponsorship Policy was created in 2007. This Event Sponsorship Policy has been developed to update and replace the Sponsorship Policy.

### 3. SCOPE

Council supports a range of community and commercial events and activities that contribute towards the outcomes of the Community Strategic Plan.

Council looks to assist community and commercial events that highlight Hawkesbury's heritage, celebrate our river, enhance our town centres, assist towns and villages to become local hubs, create cultural experiences, promote and assist tourism and that create community and business connections.

Events create the opportunity to build:

- Community – involvement and participation
- Capacity – the ability to self organise and develop resilience in the community
- Connections – social cohesion across communities and local businesses

Council has an Event Sponsorship Program which is designed to assist community and commercial events which benefit the community and local economy and attract visitors to the region.

Through receipt of financial and in-kind sponsorship, Council can enhance these activities to provide a greater benefit to the local community.

This Policy applies to requests sourced by Council, for assistance via event sponsorship. The Policy also applies to event partnership requests from Council for financial and in-kind sponsorship to enhance events, programs and activities to provide a greater benefit to the local community.

A special event criteria has been created for events which create a significant community benefit and require funding in addition to that available under the Event Sponsorship Program. These events will be assessed against a special event criteria.



#### 4. BACKGROUND

Council has developed an Event Strategy to guide the strategic approach to how events are supported by Council and identifies how Council will attract, partner, access, fund, produce, promote and approve events in the Hawkesbury.

An Events Sponsorship Program was created in 2018 to assist events which benefit the community and local economy and attract visitors to the region. The Program delivers a transparent framework for Council to determine funding and other assistance, based on a clear set of criteria and funding.

The Event Sponsorship Program offers two rounds of sponsorship to community and commercial events. The Program has a transparent framework that Council can use to determine sponsorship funding and other assistance for events, based on a clear set of objectives and criteria in the Eligibility Criteria and the Assessment Criteria Matrix.

Council has been seeking sponsorship of events from local businesses and organisations for some time through a partnership proposal for individual Council run events. The development of this Policy will formalise this process.

#### 5. POLICY DETAILS

##### 5.1 Event Sponsorship

##### 5.1.2 Event Sponsorship Categories

There are two categories of event sponsorship;

##### **Community event sponsorship**

Events eligible for sponsorship in this category must be run by community groups or not for profit organisations.

##### **Commercial event sponsorship**

Events eligible for sponsorship in this category must be run by a registered business. Applicants can apply for a maximum of \$3,000 per year of seed funding which must contribute to the establishment of the event for up to three years.

##### 5.1.3 Eligibility Criteria for Community and Commercial event sponsorship applications

The eligibility criteria outlines the criteria for both categories.

- Events can apply for a cash or in-kind support and the final funding will be determined by Council.
- There will be two application periods per financial year
  - Period 1 – February
  - Period 2 – September
- Applications must be received and approved prior to the event being held
- The sponsored event must be held within 12 months of receiving sponsorship funding, with applications made in either Period 1 or Period 2
- While Council reserves the right to award no funding, funding will generally be distributed to applicants beginning with the applicant which receives the highest score on the Assessment Criteria Matrix and thereafter in descending order of funding until the funding allocation is exhausted
- Event organisers can apply for the sponsorship of multiple separate events over a 12 month period with sponsorship of a single event only to occur once in the same year
- Event organisers will only be eligible for sponsorship in the following year if the event organiser delivers on all the inclusions in the signed sponsorship agreement and completes the Event Sponsorship Acquittal Form.



**5.1.4 Return of the Funding**

Applicants will be required to return the funding if the event is not held within 12 months of the date on the signed sponsorship agreement or there is a scope change. If the scope of event is modified, applicants will need to reapply for event sponsorship funding.

**5.1.5 Application Guidelines**

Applicants must provide all relevant information and comply with the Terms and Conditions as outlined in the Event sponsorship Application Guidelines.

**5.1.6 Timeline and Application Period**

	Period 1	Period 2
Applications open online via HCC website	February	September
Applications close	1 month	1 month
Report to Council Meeting (depending on timing of meeting)	April	November
Funding released (on receipt of signed agreement)	May	December

These dates are indicative only and maybe subject to change.

**5.1.6 Assessment Guidelines**

Council will:

- Assess each event against either the Community Criteria Matrix or the Commercial Criteria Matrix, as nominated by the event organiser, which will provide objectivity and a guide to applicants about the criteria Council will be using when making a decision about whether to support the event.
- Score the event against the criteria which will be a good guide as to whether Council will support the event.
- Will continue to be review and refined the Community Criteria Matrix and the Commercial Criteria Matrix after each round of event sponsorship to incorporate the ongoing outcomes from the implementation of the Event Sponsorship Program.
- The Community Criteria Matrix and the Commercial Criteria Matrix are included below and are available on Council's website as part of the Event Sponsorship Program.





Community Event Sponsorship Assessment Matrix Criteria

Objective	Criteria	Score Options	Score	Event Score
<b>Attendee Appeal</b>	Appeal to wide demographic	Specialised event	1	
		Appeal to age group	2	
		Universal appeal	3	
	Number of Attendees	<500	0	
		500-1000	1	
		>1000	2	
Free Event	No	0		
	Yes	1		
<b>Community connections and resilience</b>	Create community partnerships	No	0	
		Yes	3	
	Opportunities for local community group involvement	No	0	
		Yes	2	
		More than 2 groups	3	
	Opportunities for community volunteers	No	0	
Yes		3		
<b>Economic Benefit</b>	Opportunities for local business involvement	No	0	
		Yes	2	
	Origin of attendees	Hawkesbury LGA	2	
		Outside LGA	1	
	Revenue generated from event	Cost neutral	1	
Revenue generated returned to community		2		
<b>Sustainability and Waste Management</b>	Completion of a Sustainability Checklist	No	0	
		Yes	3	
	Management of waste	No waste management	0	
		General waste bins only	1	
		Recycling and general waste bins	2	
Zero waste created		3		
<b>Venues/Location</b>	Events that support revitalisation of town centres and villages	No	0	
		Yes	2	
	Develop vibrant town centres with business growth and community connection	No	0	
		Yes	2	
	Events that celebrate our rivers or riverside locations	No	0	
		Yes	2	
	Venue is accessible for people living with a disability	No	0	
Yes		2		
Showcasing Hawkesbury heritage	No	0		
	Yes	2		
<b>Arts, Culture, Heritage and Food</b>	Involvement of local artists	No	0	
		Yes	2	
	Involvement of local musicians	No	0	
		Yes	2	
Involvement of local food producers	No	0		
	Yes	2		
<b>Sport</b>	Local sporting connection	No	0	
		Yes	2	
<b>Promotional and Brand Exposure</b>	Local/Regional promotion	No	0	
		Local	1	
		Regional	2	
	State promotion	No	0	



<b>Promotional and Brand Exposure</b>		Yes	2		
	Provision of marketing strategy	No	0		
		Yes	2		
	Opportunity to grow the event	No	0		
Yes		1			
<b>Legacy</b>	Multiple funding sources	No	1		
		Yes	2		
	Event previously has been held in the Hawkesbury	No	1		
		Yes	2		
	Strong business model	No	0		
		Yes	1		
Do you conduct a Welcome to Country at your event	No	0			
	Yes	3			
<b>First Nations Involvement</b>	Do you involve a First Nations people at your event	No	0		
		Yes	2		
	Do you conduct an Acknowledgement of Country at your event?	No	0		
		Yes	2		
<b>Council Support (answer one only)</b>	Event has been supported by Council for more than 2 years	Yes	1		
	Event has been supported by Council for less than 2 years	Yes	2		
	Event has not been supported by Council	Yes	3		
	<b>Total Score</b>				



**Commercial Event Sponsorship Assessment Matrix Criteria**

Objective	Criteria	Score Options	Score	Event Score
<b>Economic Benefit</b>	Opportunities for local business involvement	No Yes	0 2	
	Origin of attendees anticipated	Hawkesbury Outside LGA	1 2	
	Anticipated number of people staying over night	<100 People 100 to 200 People >200 People	1 2 3	
	Revenue generated from event	< \$20,000 > \$20,000	1 2	
<b>Attendee Appeal</b>	Appeal to wide demographic	Specialised event Appeal to age group Universal Appeal	1 2 3	
	Number of attendees	<1000 1000-3000 >3000	1 2 3	
	Entry Fee	No Yes	0 1	
<b>Community Connections and Resilience</b>	Create community partnerships	No Yes	0 3	
	Opportunities for local community groups involvement	No Yes More than 2	0 2 3	
	Opportunities for community volunteers	No Yes	0 2	
<b>Sustainability and Waste Management</b>	Completion of a Sustainability Checklist	No Yes	0 3	
	Management of waste	No waste management General waste bins only Recycling and general waste bins Zero waste created	0 1 2 3	
	Showcasing Hawkesbury Heritage	No Yes	0 3	
	Involvement of local musicians	No Yes	0 3	
<b>Arts, Culture, Heritage and Food</b>	Involvement of local artists	No Yes	0 3	
	Involvement of local food producers	No Yes	0 3	
	Local sporting connection	No Yes	0 2	
<b>Sport</b>	Events that support the revitalisation of town centres and villages	No Yes	0 2	
	Develop Vibrant town centres with opportunity for business growth and community connections	No Yes	0 2	
	Events that celebrate our rivers and riverside locations	No Yes	0 2	
	Hawkesbury Showground	No Yes	0 1	

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	Venue is accessible for people living with a disability	No Yes	0 2	
<b>Promotional and Brand Exposure</b>	Local/Regional promotion	No Local Regional	0 1 2	
		State/National promotion	No State National	0 1 2
	Provisions of marketing plan/strategy	No Yes	0 2	
	<b>Legacy</b>	Opportunity for event growth	No Yes	0 2
Multiple funding sources		No Yes	1 2	
Event previously held in the Hawkesbury		No Yes	1 2	
Strong business model		No Yes	0 2	
<b>First Nations Involvement</b>	Do you conduct a Welcome to Country at your event	No Yes	0 3	
	Do you conduct an Acknowledgment of Country at your event	No Yes	0 2	
	Do you involve a First Nations group at your event	No Yes	0 2	
<b>Council Support (one answer only)</b>	Event has been supported by Council for more than 2 years	Yes	1	
	Event has been supported by Council for less than 2 years	Yes	2	
	Event has not been supported by Council	Yes	3	
	<b>Total Score</b>			



## **5.2 Special Event Criteria**

### **5.2.1 Eligibility Criteria**

- Events which achieve one or more of the following -
  - Regionally significant with attendance typically >50,000 people
  - Outstanding long term (>20 years) contribution to social, cultural, economic factors
  - Provide demonstrated support to the local economy by recognising small business excellence
- Events can apply for a cash or in-kind support for events and the final funding will be determined by Council.
- There will be two application periods per financial year with events taking place within 12 months:
  - Period 1 – February
  - Period 2 – September
- Events which have a proven success of at least five years, may apply for multi-year funding of up to three years. Funding will be allocated to the same event for each future year subject to the event continuing to meet planned event outcomes as specified in the Sponsorship Agreement.
- Application for funding can only be once per year for an event.
- Events can only apply for event sponsorship funding if no other funding has been provided for the same event in the same year.

### **5.2.2 Return of the Funding**

Applicants will be required to return the funding if the event is not held within 12 months of the date on the signed sponsorship agreement or there is a scope change. If the scope of event is modified, applicants will need to reapply for special event sponsorship funding.

### **5.2.3 Application Guidelines**

Applicants must provide all relevant information and comply with the Terms and Conditions as outlined in the Event Sponsorship Application Guidelines.

## **5.3 Event Partnerships**

### **5.3.1 Probity and Transparency**

- Sponsorships must adhere to Council's Code of Conduct and other policies.
- Sponsorship arrangements must not limit Council's ability to carry out its core functions, conflict with Council's values or negatively impact community.
- Governance framework will define roles and responsibilities for all stakeholders for decision making, administration, delivery and performance monitoring.
- Sponsorships will not be accepted from individuals or organisations that pose a conflict of reputational risk to Council; such as those involved in current planning or legal matters with Council; property developers; political fields; any tobacco industry business entity; manufacturers of addictive drugs; pornography or firearms.
- Where sponsorship takes the form of provision of a sponsor's product or service, Council will evaluate the product for its fitness for purpose against Councils' operational criteria.
- The sponsorship will not create any real, or perceived conflict of interest.
- Council has the ability to decline sponsorship at their discretion.
- The sponsorship will not provide personal benefit to any employees of Hawkesbury City Council.



**5.3.2 Value for Money**

- Sponsorship agreements will document conditions, procedures, reporting and non-delivery consequences.
- Payments received in respect of a sponsorship agreement will be appropriately authorised and monitored.
- Sponsorship agreements will document objectives, conditions, contribution value (financial and non financial) reporting requirements and non delivery consequences.

**5.3.3 Partnership Evaluation**

- Sponsorship provided to Council will provide an opportunity for high community engagement, focusing on benefit to the local community.
- Sponsorship will be assessed against the suitability, risks and appropriateness, potential economic, social and cultural benefits to the community.
- Sponsorship agreements will be evaluated at the end of the agreement with stakeholders and prior to the renewal of any new agreement.

**5.3.4 Attracting Sponsors**

- Council will promote the opportunity to sponsor certain events and activities in the following ways:
  - Public advertisement – Council will advertise certain sponsorship opportunities through one or a combination of local media, Council digital media and/or website.
  - Targeted approach – Council may directly approach organisations and invite them to consider becoming a sponsor.

**5.3.5 Acknowledgment of Sponsors**

- Acknowledgement of sponsors will vary depending on the event or the activity and level of sponsorship. Some of the benefits may include:
  - Appropriate signage at the sponsored activity or event.
  - Acknowledgment in media releases written and distributed by Council.
  - Invitation to relevant Council functions.
  - Acknowledgement and/or logo recognition on Council's website, printed material, flyers, signage and social media channels.
  - Acknowledgement in Council's newsletters.
  - Opportunity to create an activity at an event.

**6. ROLES AND RESPONSIBILITY**

Responsibility	Roles and Responsibility
General Manager	Council has delegated the General Manager the authority to exercise the responsibilities detailed in this Policy.
Corporate Communications and Events Manager	The Corporate Communications and Events Manager is responsible for this Policy.



Responsibility	Roles and Responsibility
Events Lead	The Events Lead is responsible for ensuring the Event Sponsorship Program is implemented in accordance with this Policy.
Council Officials	All Council officers must adhere to the requirements of this Policy and operate within their role and function.

**7. DEFINITIONS**

Agreement	A sponsorship agreement that governs the legal relationship between a recipient and sponsor and those entitled to enforce the agreed obligation.
Council official	In the case of a Council – Councillors, members of staff and delegates of the Council (including members of committees that are delegates of the Council), volunteers, contractors and service providers.
Community event	An event held by a registered charity or not-for-profit organisation that does not operate to make a profit but to provide a community benefit or service.
Commercial event	An event held by a registered business seeking to make a profit.
In-kind	Sponsorship in the form of the provision or receipt of goods or services to support or enhance an initiative to the value of the goods or services or free of charge. These arrangements are also liable for GST.
Sponsor	An organisation that, for a specified term, provides a contribution in cash and/or in kind with the intention of receiving negotiated commercial benefits.
Sponsorship	A commercial arrangement with a sponsor’s name, products or services with the sponsored organisation’s service, product or activity, in return for negotiated and specific benefits such as cash or in-kind support or promotional opportunities.

**8. RELATED DOCUMENTS**

**Legislation**

- Local Government Act NSW 1993
- Government Information (Public Access) Act 2009
- Privacy and Personal Information Protection Act 1998

**Documents**

- Event Strategy
- Council’s Code of Conduct
- Council’s Brand Style Guide