

How to Apply

Support provided through this program is Sponsorship (not a donation) therefore, an element of business partnership with Council is created with successful applicants.

Only events that have the intention to attract visitors from outside the Clarence Valley will be eligible for sponsorship. If the main focus of the event is aimed at local residents, it would be more suitable to apply for funding under Council's Community Initiative Program.

There are two categories:

- **New Events** - the event has not received sponsorship from Council previously
- **Returning Events** - the event has received sponsorship from Council previously

There are three levels of support available.

1. Level One - \$1,500 and under

- smaller events
- new events in their infancy
- attracts some visitors from outside the Clarence Valley

2. Level Two - \$1,500 - \$5,000

- attract good numbers of day visitors from outside the Clarence Valley
- have a written marketing plan
- are unique or promote unique characteristics of the Clarence Valley

3. Level Three - Over \$5,000

- attract overnight visitors from outside the Clarence Valley
- have a detailed marketing plan
- are unique or promote unique characteristics of the Clarence Valley
- generate an income stream to reinvest in the event
- contribute significantly to the local economy

Contact Details

* indicates a required field

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**Applicant Organisation
Name ***

**Applicant Organisation
ABN**

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

ABN

Entity Name

ABN Status

Entity Type

Goods & Services Tax (GST)

DGR Endorsed

ATO Charity Type

ACNC Registration

Tax Concessions

Main Business Location

**Applicant Postal Address

Address

Suburb State Postcode

Event Contact *

First Name

Last Name

Position

Event Contact Phone *

Event Contact Mobile

Event Contact Email *

Who else is in your organisation

Name

Position

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Email

Phone Number

Name

Position

Email

Phone Number

Effective Governance

* indicates a required field

Effective Governance

What is the purpose (mission or vision statement) of your organisation? *

How many years has your organisation been in operation? *

What is the organisation's experience in the management of events? *

What is the organisation's average annual financial turn-over? *

Event Details & Eligibility

* indicates a required field

Event Details

Event Title *

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Short event description

*

Start Date

End Date

Location

Website

Must be a URL

Is the event listed on the Australian Tourism Data Warehouse (ATDW)? *

☐ Yes

☐ No

If your event is not listed, you may not be eligible for funding under this sponsorship. Evidence will need to be provided on how you will attract tourism for this event.

ATDW listing

Must be a URL.

Event organisers are responsible for ensuring the ATDW listing is up-to-date and active.

Clarence Valley Council provides sponsorship for a maximum of one event per organisation each financial year. Have you received funding or sponsorship from Clarence Valley Council for any other event or program during this financial year?

☐ Yes

☐ No

If yes, you are not eligible to proceed. Please contact the Event Development Officer to discuss before proceeding.

Has Council previously sponsored this event? *

☐ Yes

☐ No

Eligibility A - New Applicants

Have you spoken to Council's Events Development Officer about your event? *

☐ Yes

☐ No

If no, you must speak with the Event Office prior to submitting this form.

Eligibility B - New Applicants

Is the applicant a 'non-profit' organisation or solvent business *

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- ☐ Yes
- ☐ No

Is the applicant organisation incorporated? *

- ☐ Yes
- ☐ No

Incorporation Number

If no, has an incorporated organisation agreed to auspice or sponsor the applicant?

- ☐ Yes
- ☐ No

Auspicings Organisation Incorporation Number

Will the proposed event take place in the Clarence Valley Council LGA? *

- ☐ Yes
- ☐ No

Will your event attract visitors from outside the Clarence Valley?

- ☐ Yes
- ☐ No

If you have answered no to this question, you may not be eligible for funding. Contact the Event officer for further assistance.

I agree to acknowledge Clarence Valley Council's sponsorship? *

- ☐ Yes
- ☐ No

If required, do you agree to create and follow appropriate Covid Safe Plans for your event?

- ☐ Yes
- ☐ No

Eligibility - Returning

Has the organisation changed name, incorporation number or ABN in the past 12 months? *

- ☐ Yes
- ☐ No

If yes, provide details:

Will the event continue to take place in the Clarence Valley Council LGA? *

- ☐ Yes
- ☐ No

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I agree to acknowledge Clarence Valley Coouncil's Sponsorship? *

- ☐ Yes
☐ No

I agree to create and follow appropriate Covid Safe Plans for your event? *

- ☐ Yes
☐ No

Do you have an outstanding acquittal reports for any previous Council sponsorship? *

- ☐ Yes
☐ No

Not Eligible

As you answered yes to having outstanding acquittal reports you should not proceed with this application.

Please speak to Council's Event Development Officer to discuss further.

Special Event Information

** indicates a required field*

The Event - New

What is the purpose of your special event (50 words)? *

What are the planned activities? *

Expected number of participants & audience *

How have you calculated the participant and audience numbers?

The Event - Returning

Are you planning any program changes to your event? Describe any additions or any successes you are building on. *

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Is the location the same? If not, describe the change. *

Expected number of participants & audience *

Sponsorship Request

* indicates a required field

Level of Sponsorship Request

The level of sponsorship our organisation is applying for falls within: *

Sponsorship Request - New

Total sponsorship request: *

Must be a dollar amount

How will the sponsorship funding be used if your request is successful? *

Sponsorship Request - Returning

Total sponsorship request (include inkind costs if any): *

If this is the same amount that was RECEIVED previously, will it be used in the same way? Please note: if you did not receive the amount you requested previously, and you are asking for the same amount you requested last time, the answer here is no. *

- ☐ Yes
☐ No

If no, how will it be used this time?

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If the request is higher than the amount RECEIVED previously, why is it higher?

Acknowledgement of Clarence Valley Council as a Sponsor

* indicates a required field

Mark the ways that your event will acknowledge Council's sponsorship. Events requesting over \$5,000 need to mark at least 6 items. *

- ☐ Naming Rights as per sponsorship criteria
- ☐ Acknowledgement in social media
- ☐ Links to MyClarenceValley website
- ☐ Acknowledgement in traditional media
- ☐ Links to other websites
- ☐ CVC logo in programs/flyers/posters
- ☐ CVC logo on website
- ☐ CVC Logo on merchandise
- ☐ Other:

Economic and Social Benefits

* indicates a required field

Contribution to the Clarence Valley Economy

Answer the following sections based either on previous event research or on your plans for this year.

Total number of participants? *

How many participants will be day visitors? *

People who live outside the Clarence Valley and who will visit just for the day, not stay overnight.

How many participants will be Clarence Valley residents? *

How many participants will be overnight visitors? *

People who live outside the Clarence Valley and who will stay at least one night

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What's the average number of nights you expect the visitors to stay in the Clarence Valley? *

What are your estimates of visitor numbers based on? *

Are there other ways the event makes a positive contribution to the Clarence Valley economy (other than through visitors spending money in the area)?

Social Benefit to the Community - New

Are you collaborating with local groups or organisations that will benefit from the event? *

- ☐ Yes
☐ No

If Yes, explain who you will work with and how you will work together

How will your event provide social benefits to the community? *

Are you collaborating with local businesses that will benefit from the event? *

Upload support letters from organisations or groups you are collaborating with:

Attach a file:

Social Benefit to the Community - Returning

Will your event provide any new or different social benefits to the community this year? If so, please list *

Are you collaborating with any new or different local groups or organisations that will benefit from the event this year?

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Upload support letter from organisations or groups you are collaborating with:

Attach a file:

Mindfulness about the Environment

The Clarence Valley is a special place, with a gorgeous natural environment. We'd like to keep it that way. How will you make sure your event has a low impact on our natural environment? This maybe as simple as no rubbish left in parks to more complex solutions of solar power or carbon-offsetting.

Financial Viability

*** indicates a required field**

Financial Sustainability

We understand some events raise funds for charitable purposes. Event organisers need to be mindful of retaining sufficient funds to ensure the ongoing viability of the event.

If your event fund raises for charity, how much is kept for future events? *

Projected Budget

Complete the projected event budget in the tables below. Include any anticipated in-kind sponsorship or donations from organisations or Council. If you have an existing projected budget on a spreadsheet, you can upload it here instead. Write 'uploaded' in one text box of the income and expenditure fields as this part is compulsory.

**Funds must be expended within the financial year they are allocated and used for the purpose for which they are given. Any variations in the use of funds must be approved in advance and confirmed in writing*

Income	\$	Expenditure	\$
	\$		\$
	\$		\$
	\$		\$

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	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$

If you have an existing projected budget spreadsheet, upload it here.

Attach a file:

Survey Results

Successful applicants are required to provide a survey report post event. **Survey Results must be submitted with the Acquittal.**

I agree to provide a survey report which, as a minimum, will include an overview of the following data:

- ☐ Total participant numbers
- ☐ Percentage of participants from outside the LGA
- ☐ Number of nights participants stayed in the LGA
- ☐ Type of accommodation used by participants i.e. hotel/caravan park, friends.

*Council can assist with a survey template if required. Evidence of the surveys may be required.

Acquittals

Event organisers must download and review the [Event Sponsorship Acquittal Requirement](#) prior to submitting the application.

Successful applicants are required to provide a report on the outcomes within four (4) weeks of event completion. The report needs to demonstrate compliance of the Sponsorship Agreement, evidence as outlined in the Event Sponsorship Acquittal Requirement document, Survey Results and a Financial Statement.

I have read the Event Sponsorship Acquittal Requirement document and agree to provide the required evidence as part of the acquittal report.

- ☐ Yes
- ☐ No

*If you have answered no, please contact the Event Development Officer.

Requests Over \$1,500

* indicates a required field

Event Promotion - Requests over \$1,500

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Outline the event marketing plan and/or upload the plan. Include in the marketing plan how visitors will be attracted to the event. *

Upload the event marketing plan.

Attach a file:

How do you propose to collect information on how many people attend the event? Does this include collecting statistics about visitors and length of overnight stays? *

Event Marketing - Requests \$5000 and over

Upload the event marketing plan. Include in the marketing plan how visitors will be attracted to the event. Plans that outline how the visitor length of stay will be extended will be more competitive. *

Attach a file:

Upload your Event Management Plan. *

Attach a file:

How do you propose to collect information on how many people attend the event? Does this include collecting statistics about visitors and length of overnight stays? *

Income Generation and Sponsorship

Does the event generate an income that is reinvested in the event? If yes, outline the income streams. If this includes sponsorship arrangements with other organisations, upload your sponsorship plan.

Upload sponsorship plan

Attach a file:

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Certification & Privacy Advice

* indicates a required field

Certification

- I certify that to the best of my knowledge the statements made in this application are true.
- I understand that if Council approves a level of sponsorship, I will be required to accept the conditions of the sponsorship in accordance with the Council audit requirements.
- I consent to the information contained within this application being disclosed to or by the Council for the purpose of assessing, administering and monitoring my current and any future sponsorship applications.
- I understand that if Council approves sponsorship, I will be bound by the contents of my application to carry out the event as I have described and my application will form part of my contractual agreement with Council.

Please fill in details of your Chair, President or Chief Executive of your organisation below as a sign they endorse this application.

Name *

First Name

Last Name

Position *

Date *

Privacy Advice

The personal information that Council has collected or is collecting from you is personal information for the purposes of the Privacy and Personal Information Protection Act 1998 (PPIPA). Council will only use this information in accordance with the PPIPA.

The supply of this information by you is voluntary. However, if you cannot provide or do not wish to provide the information sought, Council may be limited in dealing with your application. Council requires this personal information from you in order to process your application.

You may make application for access or amendment to your personal information held by Council. Council will

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consider any such application in accordance with the PPIPA.

Council is to be regarded as the agency that holds the information.