

Event Sponsorship Scheme Guidelines





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1.0 Overview

The Shire of Capel's Event Sponsorship Scheme provides a process by which the Shire (we) can provide either an in-kind and/or cash contribution to the development and implementation of events in the Shire of Capel. The Events Sponsorship Scheme aligns with the following objectives in the Shire of Capel's Strategic Community Plan (2018 – 2028):

The Leadership Experience

1.3 – Creating a more connected community.

The Community Experience

2.1 – Council works in partnership with the community in providing appropriate services and facilities.

The Economic Experience

3.1 – The community capitalizes on its unique attributes and location.

3.4 – Events, including arts, culture, and sporting events are promoted to bring revenue into the Shire.

We are committed to this strategic priority by reviewing and improving the Event Sponsorship Scheme and developing a Shire of Capel Event Strategy, to showcase the Shire of Capel as a place of events and tourism.

One of the key ongoing initiatives will be increasing the promotion of the Shire of Capel events via the Shire of Capel's website calendar <https://www.capel.wa.gov.au/events/>. The community will be able to upload their event details to be advertised; providing an up-to-date reference of the latest information on sporting, arts, cultural and community events across our region. Including linkage of events to the Shire of Capel Facebook page [@shireofcapel](#) and access to promotional partnerships. All events receiving sponsorship will have the opportunity to be part of these exciting initiatives.

2.0 Event Sponsorship Programme

Community groups, clubs, not-for-profit and for-profit organisations that are considering conducting an event that is of community benefit and require financial assistance and support are encouraged to complete an Event Sponsorship Scheme Application.

In terms of community benefit, we can assist applicants (you) to host sustainable events that:

- Encourages visitors to the Shire.
- Produces economic, environmental, and/or social benefits.
- Encourages community engagement.
- Raises the Shire's profile as a tourist and events destination.
- Links to the Shire of Capel's Strategic Community Plan.
- Are open to the wider community
- Occur within the Shire of Capel.





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3.0 Sponsorship Scheme Process

Two sponsorship rounds may be considered within the financial year subject to available funds. Round one applications open July 1 to 31. Round Two, January 1 to 31. This is then followed by the assessment period. Round 1, August 1 to 31. Round two, February 1 to 28.

The application process is as follows:

1 June to 31 July (Advertisement Period)

1. Advertisement on the Shire of Capel Website, Facebook pages, and local community publications.

1 to 31 July/ 1 to 31 January (Application period)

1. The application period opens, and submissions are accepted. Only one application per organisation will be funded each financial year.
2. Application forms are made available from the Shire of Capel's Website capel.wa.gov.au or by contacting the Shire of Capel Community Development Officer via Info@capel.wa.gov.au.
3. Guidance and support can be provided for applicants (you) to ensure applications meet minimum compliance standards and ensure lodgment by the end of the month advertised.

The assessment period is as follows:

1 to 31 August/ 1 to 28 February (Assessment period)

1. The application period closes.
2. Applications are assessed by the event panel. (The panel represents staff across the Shire and includes officers from Community Development, Environmental Health, Strategic Planning and Communications, Operations and Technical Services, Libraries, and Customer Service).
3. Your application is assessed against a set of qualitative and quantitative criteria. See table one: assessment criterion.
4. Part or all the application requests may be considered for approval.
5. The panel will make recommendations for successful applications to be approved by the Shire.
6. You will be notified by end of the month regarding your application.
7. Funds are made available to you immediately when you return the signed sponsorship agreement package (subject to budget adoption).
8. Councilors will be briefed on successfully awarded applicants.

Your applications will be favoured if you:

1. Include complementary funder; anticipate that most organisations will contribute from their own resources, whether financial or in-kind (or both).
2. Consideration of the environmental and health impact of the event is addressed and avoids the potential of harm. For example:
 - a. Keeping it digital - online marketing as opposed to paper flyers, invites, or handouts.
 - b. Recycle stations – be creative with labeling rubbish bins for recycling purposes, three bin systems, and/or container deposit scheme.
 - c. Utensils- utilise recyclable plates, bowls, cutlery, cups, etc. The use of “wash up stations” for crockery/cutlery to reduce the need to recycle waste.
 - d. Encourage and promote incentives for patrons to walk, ride or organise alternative travel options to and from the event.
 - e. Respecting the living environment on the event site, such as not tying things to trees in parks and ensuring the layout keeps pedestrians and stallholders out of garden beds.
 - f. Attempt to reduce the use of all plastic bags.
 - g. No balloons.
 - h. Contributes towards healthy lifestyles, protecting health and equity





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Table One: Assessment Criterion

<u>CRITERIA</u>	<u>COMMUNITY EVENT</u>	<u>PERCENTAGE MARK</u>
Social Benefit	This can be measured by how the event adds social benefit to the local community. This could include but is not limited to, how the event fosters community pride, inclusion, health, and wellbeing, teaches people new things, and strengthens relationships.	35%
Economic Impact	This can be measured by the number of new people that visit the Shire as a result of the funded event, the number of local people that attend the event, and its economic turnover, or a measure of local businesses or industries that generate income as a result of the event.	35%
Promotional Benefit	This can be measured by how the event promotes the Shire of Capel and our assets. This could be how it showcases the people, environment, public place, or community organisation.	20%
Environmental Impact	This can be measured by how the event takes into consideration environmentally friendly messages and practices; This may include reusable, recyclable, and minimal waste messages and practices.	10%



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4.0 Sponsorship Type

In-kind sponsorship comprises of work undertaken, or a non-cash contribution, by us for your event. The dollar amount of in-kind sponsorship will be estimated through the submission of a Scope of Works and waiver request which comprises a part of your application as a supporting document. This may include, but is not limited to:

- Approval of traffic management plans.
- Waiver of fees (event application fees, hall hire fees, etc.).
- Erection of signage/banners.
- Ground marking for services.
- Additional bins.
- Event development and promotional assistance.

Cash sponsorship is the dollar amount funded by us to you to assist with covering event expenses. This may include but is not limited to:

- Equipment hires.
- Consultant or contractor fees.
- Advertisement and promotional costs.
- Purchase of materials.

The Shire's maximum event sponsorship funding allocation is up to \$10,000.

5.0 Ineligible Events

Unless we give prior written approval to you, we will not fund the following:

- Deficit funding for organisations.
- Permanent event infrastructure.
- Recurrent salaries and operational costs.
- Organisations or events where the primary purpose is considered to be to promote political or religious beliefs.
- Individual applicants.
- Applications for completed projects or events.
- Existing committees of Council.
- To acquire or upgrade any asset.





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6.0 Shire of Capel Event Applications

It is recommended that when planning for events, you contact our Community Development team about lodging an Event Application Package if your event meets any of the following criteria. This application must be submitted to us a minimum of 60 – 20 days (depending on event complexity) before the proposed event date, to ensure compliance with our Event Application process.

The guidelines for applying are as follows and relate to the Shire of Capel Property's Local Law and or are relevant to state legislation pertaining to public events.

- Public advertised event
- Over 150 people in attendance
- Impact on local roads and may require a Traffic Management Plan
- Food will be sold
- You require the use of multiple Shire facilities
- You require the use of multiple reserves and or foreshores
- You will hire or bring additional large equipment (marquees, bouncy castles, portable toilets, etc.)
- You need to use stakes or pegs to hold down any additional large equipment
- You may require vehicle access to a reserve
- You need key access to fixed items located in the Shire (power boxes, buildings, etc.)
- There may be additional noise from fireworks, vehicles, Public Amplifier or speakers

7.0 Shire of Capel Social Media Requirements

Successful sponsorship entries are expected to ensure that Shires of Caple brand/name is kept to a high standard. The event sponsorship agreement will be set to the applicant along with the sponsorship agreement. Evidence of the sponsorship agreement point is to be submitted in the event sponsorship acquittal phase.

