

Guidelines

Outgoing Sponsorship 2023-2024



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Georges River Council Outgoing Sponsorship Program

These Guidelines have been developed to assist organisations who wish to apply for funding from Georges River Council's Outgoing Sponsorship Program.

Georges River Council's Sponsorship Programs support initiatives and events that build the social, cultural, environmental, and economic life of the area. Through the Outgoing Sponsorship Program, Council partners with the community and business to further the actions, strategic directions, and vision of Council.

The Outgoing Sponsorship Program is underpinned by the principles of Council's *Events and Festivals Charter* and Council's *Community Strategic Plan 2022-2032 (The Plan)*. The Plan details the long-term vision for the Georges River area and has been developed following extensive consultation with the community. It seeks to provide a framework and direction to achieve our community's shared vision for the future, and to meet identified community needs.

Please refer to Council's *Sponsorship Policy* for more details.

Outgoing Sponsorship Available

- Applications are assessed throughout the financial year, pending availability of funds.
- All Outgoing Sponsorship requests must provide Council with mutually acceptable benefits that will be outlined in a Sponsorship agreement.
- Applications that meet eligibility criteria will then be considered in accordance with Council's budget, staffing and available resources.

Key Dates

- Proposals must be received 12 weeks ahead of the planned event, activity or program.

Key proposal timelines	
Outgoing Sponsorship proposal received	Week 1
Proposal reviewed for eligibility	Week 2 - 3
Assessment period	Week 4 - 6
Applicant notified of outcome. If successful, Sponsorship Agreement completed	Week 7 - 8
Event, program or activity completed	Week 12 Event date
Final Sponsorship report due	Maximum 8 weeks post activity



Program Objectives

Council recognises the valuable contribution that organisations provide in the initiation and running of events and programs in the Georges River area, showcasing our rich cultural diversity and delivering social, cultural, economic, and environmental benefits. Council may seek to support and further develop partnerships with these organisations. Council's support could include:

- a) Financial support
- b) In-kind support

Council's Outgoing Sponsorship objectives are to:

- Provide a consistent, equitable, transparent, and accountable process for the allocation of Council funds.
- Provide principles and a framework of evaluation that recognises events, programs and activities that deliver social, cultural and economic benefit to the local government area.
- Recognise and support the significant and valuable role that organisations play across a wide range of areas with the community.
- Ensure sponsored organisations and their officials/representative exhibit values and conduct which align with Council's core values and will not have a negative impact on the community.

Eligibility

1. Allocation of Outgoing Sponsorship will consider other Council grants, sponsorships or subsidies that have been awarded to that organisation in the current financial year.
2. Organisations who have received prior Council grants, sponsorship or subsidies must have submitted their acquittal or sponsorship report prior to submitting a new Outgoing Sponsorship request.
3. Council will not consider Outgoing Sponsorship to the following program, events, or activities:
 - a) Any sporting organisation, association or club conducting business as usual activities or events.
 - b) Any type of private celebration including but not limited to Street parties, Birthday parties and Christmas parties.
 - c) Programs or events run for personal or company profit, unless the economic and community benefit is clearly defined, and the event addresses a gap and fulfills a need that is not currently provide in the Georges River area by any other organisation.
 - d) Events or activities held outside the Georges River local government area, unless the organisation can demonstrate the benefits of the proposed program, activity or event to local residents of the Georges River area, in particular if the proposed program, activity or event addresses a gap and fulfills a need that is not currently provided for in the Georges River area by any other organisation.
4. Council will consider the capacity and capability of all organisations or community groups applying for Outgoing Sponsorship. This may include but not limited to a request to demonstrate:



- a) Compliance with Council Sponsorship Policy, Outgoing Sponsorship Guidelines and other authority requirements.
 - b) Sufficient lead time to plan the activity, program, or event.
 - c) Budget relevant to the activity, program, or event.
 - d) Impact on the environment, including implementing sustainable event practices.
 - e) Adherence to Work Health & Safety policies or practices as required under legislation.
 - f) Compliance with Council's Risk Management Policy and Procedures, Modern Slavery Legislation and Council's position as a Child Safe Organisation.
5. Georges River Council is a Child Safe Organisation. We are committed to putting children first and championing child safety within our community. We actively advocate for the rights of children and young people, upholding our commitment as a child safe organisation. If your event, activity or program involves children and/or young people (aged 0-17 years), you will need to demonstrate your commitment to being a child safe organisation in your application.

Assessment Criteria

The following criteria will be used by the assessing Council officers to determine the level of support for Outgoing Sponsorship requests.

All requests for Outgoing Sponsorship will be required to contribute to one or more of the Councils [Community Strategic Plan](#) – Six Pillars

- Our community
- Our green environment
- Our economy
- Our built environment
- Our place in Sydney
- Our governance

Priority will be given to events that deliver community benefit in accordance with Georges River Council's [Social Justice Charter](#) principles of Participation, Equity, Respect and Empowerment and deliver benefits in the following areas.

- Safe and accessible
- Connectedness and belonging
- Diversity, Inclusion, and cultural awareness
- Sustainable and environmentally focused
- Healthiness and active minded
- Economic and local business stimulation

When submitting a sponsorship request you will be asked to clearly outline the benefits that will be provided to Council in the following areas

- Brand Awareness – How will you acknowledge Council's sponsorship of your activity?
- Community Engagement – How will you provide Council with an opportunity to engage with your activity and the community.



Criteria and Objectives outlined to provide guidance and clarity.

Criteria	Objectives
No conflicts of interest, safe and accessible	<ul style="list-style-type: none"> • No matters before Council or conflict of interest • No previous community complaints or negative media exposure • Safe and accessible for the community
Deliver benefits for our community	<p>Support the reputation of Council and align with Council's values and the Community Strategic Plan Pillars</p> <ul style="list-style-type: none"> • Our community • Our green environment • Our economy • Our built environment • Our place in Sydney • Our governance <p>Activity delivers benefit in the following areas.</p> <ul style="list-style-type: none"> • Connectedness and belonging • Diversity, inclusion, and cultural awareness • Sustainable and environmentally focused • Healthiness and active minded • Economic and local business stimulation
Relevance and community engagement	<p>Align with a specific segment of our community and deliver the opportunity for an ongoing relationship with a segment of the community?</p> <ul style="list-style-type: none"> • Cultural group • Industry group i.e. Business, Health, Disability Services • Environmental group or cause • Sport <p>Addresses a gap or fulfills a need that is not currently provided by any other organisation.</p> <p>The event, activity or program has a charity fundraising element.</p>
Community Reach - Marketing and Promotion	<p>Council will be provided with mutually beneficial, quality opportunities where alignment with the activity will be recognised.</p> <ul style="list-style-type: none"> • Logo recognition on marketing assets • Tickets • Opportunity for speech • Opportunity for Council stall



Budget

Outgoing Sponsorship applicants must provide Council with a list of mutually beneficial benefits in line with the funding requested.

Support will be determined through assessment of the amount requested verse criteria achieved. Council may offer an organisation a partial amount of the full amount requested.

Note on Goods & Services Tax (GST)

Where an organisation is registered for and required to pay GST on goods and/or services, then that amount needs to be included in the budget and the grant amount requested. It is the responsibility of the funded organisation to pay GST, so the amount required must be included in the grant budget.

Sponsorship Agreement

All approved recipients of Outgoing Sponsorships will be required to complete a Sponsorship Agreement. The Agreement will detail Rights and Obligations of both parties including mutually agreed benefits and the term of the agreement.

Use of Council Logo

You must seek permission from Council if you wish to use Council's logo on publications, flyers or on your website. Please contact Council's Events team for a copy of the logo and usage guidelines. Please ensure you allow a minimum of 10 business days to have your logo usage approved by Council prior to publication of any materials.

Sponsorship Reporting and Financial Reporting Requirements

All Outgoing Sponsorship recipients must provide Council with a post event Sponsorship Report. The report must be received within 2 months of the conclusions of the event, activity or program.

How to Apply

1. Read these Guidelines and Council's Sponsorship Policy.
2. Ensure your proposal details the following
 - a. Name of Sponsorship event, program, or activity.
 - b. Date and location.
 - c. Value of sponsorship request.
 - d. Target audience and estimated attendance.
3. Submit your proposal addressing the criteria and objectives to Council's Event Team via events@georgesriver.nsw.gov.au

Contact Us

It is always best to discuss your proposal with Council before submission. Please contact Council's Events team on events@georgesriver.nsw.gov.au.

