

2021

Community Event Sponsorship Program Guidelines and Eligibility



ABOUT THE PROGRAM

The City of Salisbury, through its Community Event Sponsorship Program (CESP), aims to encourage, develop and support the organisation of community events within the City of Salisbury, including one-off celebrations that generate community participation.

The CESP aims to deliver outcomes in alignment with the Salisbury City Plan 2020. By applying for eligible projects you are helping Salisbury to achieve the vision of “excellence in building a community of opportunity and spirit in a quality environment.”

Applicants are invited from non-profit organisations that are planning to hold events within the City.

Sponsorship will be considered for costs directly incurred in the organisation of an event e.g. general revenue, infrastructure, publicity / advertising and security. Community groups may run more than one event per financial year; however the maximum sponsorship per event is \$10,000.

The guidelines contained within this document outline the types of projects that can be considered for sponsorship.

BEFORE YOU BEGIN

Before commencing your application please contact the Events Team who will:

- Assess the eligibility of your event;
- Run through the event checklist /permit process with you;
- Assist in linking the event with potential Local, State and Federal Planning goals;
- Advise you of the CESP application process and timelines; and
- Advise you of potential community groups and businesses you may be able to link with.

Applications must be made using the Community Event Sponsorship Program Application Form.

You can download a CESP Application Form from Council’s website at: salisbury.sa.gov.au/grants or request a hard copy application form to be sent to you by telephoning 8406 8222.

Submit your completed application via:

Email: city@salisbury.sa.gov.au

Fax: 8281 8222

Post: Community Event Sponsorship Program
City of Salisbury
PO Box 8
Salisbury SA 5108

If you require any assistance in completing your application, please call 8406 8222 and a City of Salisbury staff member will be happy to help you.

WHO CAN APPLY?

The CESP is open to all community organisations that meet all of the following criteria:

- Are an incorporated not-for-profit community organisation and/or auspiced by an incorporated body;
- Are hosting the event within the City of Salisbury boundaries;
- Are you able to meet repayments for any existing Council debt;
- Have completed all relevant sections of the application form; and
- Have supplied all essential documentation.

Please note the number of applications received through the CESP is likely to exceed the funds available therefore meeting the criteria does not guarantee success.

If you are unsure of the eligibility of your project or which category to apply for, please contact the Events Team on 8406 8222.

WHO CAN'T APPLY?

The following are ineligible for CESP funding:

- Individuals or unincorporated groups;
- Groups/organisations that have previously received sponsorship or funding and not fulfilled reporting obligations, including provision of, post event evaluation/report and financial acquittal.

If you relate to any of the above, your event is ineligible for sponsorship.

The CESP will close to applications when the budget has been fully allocated and will not reopen until the adoption of budget in the new financial year. Council will provide advice on its website when all funds have been allocated.

In some instances successful applications may not receive the full amount of requested sponsorship, but a percentage of the amount sought. If your event can not proceed without full sponsorship then this should be indicated in your application.

TIMING

ROUND 7	
1 April 2021	Call for applications for the CESP
20 April 2021	Information session for potential CESP applicants
10 May 2021	Applications for CESP close at 5pm
Late May 2021	Information and reports prepared for Sport Recreation and Grants Committee
22 June 2021	Sport Recreation and Grants Committee meet to consider
ROUND 8	
1 October 2021	Call for applications for the CESP
14 October 2021	Information session for potential CESP applicants
13 November 2021	Applications for CESP close at 5pm
Mid November 2021	Information and reports prepared for Sport Recreation and Grants Committee
14 December 2021	Sport Recreation and Grants Committee meet to consider

Due to the timing and assessment process applications will take a minimum of five (5) weeks and applicants will be notified of the outcome following the decision of the Committee.

WHAT EVENTS CAN BE FUNDED?

The following list provides examples of eligibility associated with CESP funded events and is a guide only to assist in the preparation of your application.

Applicants are required to demonstrate that the event will:

- Add to the community and cultural life of the City of Salisbury;
- Demonstrate broad community support / involvement, with 90% of the target population residing in the City of Salisbury;
- Attract local media coverage;
- Be scheduled to avoid conflicts with local and state wide activities;
- Be held within the City of Salisbury.

WHAT EVENTS CANNOT BE FUNDED?

The following list provides examples of ineligibility associated with CESP funded events and is a guide only to assist in the preparation of your application.

- Money is already spent;
- Retrospective sponsorship or funding of budget deficits;
- Salaries / Tutor fees (initial or on-going);
- Commercial activities aimed at making private profit;
- Events that are not open to the general public;
- Events that are not held within the City of Salisbury area.

ESSENTIAL DOCUMENTATION

All applicants must provide the following supporting documentation:

- Most recent annual financial statement certified by the President / Treasurer or audited by a qualified accountant as presented at an AGM;
- Current certificate of currency for Public Liability Insurance to the value of \$10 million;
- A copy of Event Checklist;
- Evidence of cash support (where applicable);
- Letters of support for the event (where applicable);
- Letter or email from the head of the organisation supporting the application (where applicable);
- Certificate of incorporation demonstrating not-for-profit status;
- Signed copy of committee minutes endorsing the event, authorising an application to the CESP and documenting the authorised project contact.

IMPORTANT

Incomplete applications will be considered non-compliant and ineligible for sponsorship. You will receive written feedback requesting you to supply missing information. When complete the application will be submitted to the Sport, Recreation and Grants Committee for assessment. It is not possible to approve all requests for sponsorship, therefore sponsorship should not be deemed automatic or anticipated.

ASSESSMENT CRITERIA

For events up to \$5,000

All eligible applications will be assessed against the following criteria:

- Completion of the application in full;
- Demonstrated need for the event;
- Stakeholder endorsement and support for the event;
- Consideration of, and fit with, existing events calendar and events;
- Demonstrated multiple community, organisation or association benefit;
- Extent to which the project addresses strategic objectives and community needs;
- Extent to which alternative, complementary sponsorship and funding sources have been explored or secured;
- Adequate, comprehensive and value for money of event budget;
- Extent to which the event meets the purpose of the CESP;
- Alignment with the priorities of the CESP;
- Risk management considerations;
- Extent to which the organisation has the financial capacity to meet its financial obligations with the City of Salisbury (e.g. does the organisation have any bad debt with the City of Salisbury); and
- Number of other events that have been funded for the financial year (noting only eight events will be sponsored for an amount up to \$5,000 each financial year).

For events up to \$10,000

In addition to the above criteria, events seeking sponsorship over \$5,000 and up to \$10,000 will also be assessed against the following criteria:

- Demonstrated ability for the event to attract over 3,000 patrons;
- Regional or state wide significance of the event;
- Extent to which the event addresses City of Salisbury strategic objectives;
- Long term sustainability of the event in the City of Salisbury;
- Demonstrated ability for the event organisers to deliver an event of significant scale and size;
- Profile of the event and ability to raise the profile of the City of Salisbury;
- Number of other events that have been funded for the financial year (noting only two events will be sponsored for an amount between \$5,000 and \$10,000 each financial year).

SPONSORSHIP CONDITIONS

All applications are administered according to the following conditions.

1. CESP funding will be used expressly for the purpose outlined in the application and as endorsed by Council. Requests to change the purpose of sponsorship must be made in writing and is at the discretion of the Council.
2. City of Salisbury is not responsible for any budget shortfalls relating to inflation of costs and unanticipated works.
3. City of Salisbury is not responsible for any loss or expense endured during event planning and implementation or in relation to the completed event.
4. Please note that if your organisation's annual turnover is greater than \$150,000 (non-profit organisations) then you are required by the Australian Tax Office to be registered for the GST.
5. Successful applicants who are registered for GST will have their grant grossed up by 10% to offset the GST payable on the grant.
6. Organisations that are not registered for the GST will not have the grant grossed up.
7. If successful, organisations cannot have their Grant Agreement transferred to another body on the basis of GST registration.
8. A project acquittal must be submitted within twelve (12) months of project completion. Failure to supply proof of expenditure will result in ineligibility for future sponsorship and grant funding.
9. Unspent funds are to be returned to City of Salisbury.
10. The City of Salisbury will be recognised as a major sponsor of the event in all media, speeches, MC notes and programming (noting any use of logos must be approved by the City of Salisbury communications and customer relations team).



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