



**BELLINGEN  
SHIRE COUNCIL**

**Community Event Sponsorship Fund**

**2023/24 – Round 2**

**Guidelines**

# Community Event Sponsorship Fund Guidelines

The Community Event Sponsorship Fund (CESF) is part of a small community grants program that is delivered and administered by Bellingen Shire Council under *Section 356 of the NSW Local Government Act 1993*. The aim of the CESF is to support local community events that generate awareness of the Shire and highlight its [Community Vision 2035](#) of being 'Connected, Sustainable and Creative'.

## Program objectives

- To support local events that align with Bellingen Shire's Community Vision 2035
- To raise awareness of the Bellingen Shire by targeting other areas and regions
- To promote and market the Bellingen Shire
- To encourage innovation and creativity
- To foster partnerships between community organisations

## Funding limit

There are two funding rounds each financial year which are limited to Council's yearly budget allocation. Council will consider funding of up to \$5,000 for projects that demonstrate how they will deliver on the objectives outlined above. Council reserves the right to part-fund events and considers any funding request to be a contribution to the overall costs of the event.

## General requirements

- Events must take place before 30 June 2024 (*Note: events that have already taken place will not be funded retrospectively*).
- Applicants can reapply each financial year. However, applicants will only be funded for a maximum of three consecutive years. After the third year, applicants must wait twelve months before applying again.
- Applicants must have appropriate public liability insurance to cover the timeframe in which the event will take place.
- Applicants must provide an event budget including quotes.
- Applicants must provide an event marketing and promotions plan to show how they will target areas outside the Bellingen Shire as per the *Program objectives*.
- Applicants that provide a strategic plan that identifies how the event will be sustainable will be considered favourably.

## Who can apply?

- Incorporated not-for-profit organisations with a registered ABN
- Unincorporated groups or associations with a nominated auspicing body that is an incorporated not-for-profit organisation with a registered ABN
- Registered charities with an ACN

### **What is an Auspicing Body?**

*An auspicing body is a legally constituted organisation that will take legal and financial responsibility for a grant if awarded. If a grant is awarded, the auspicing body must sign the funding agreement and is responsible for reporting and acquitting the grant within two months of the project being completed. All correspondence and monies will be directed to the auspicing body. It is recommended that the successful grant applicant enters into a written agreement with their nominated auspicing body that clearly outlines each party's responsibilities and liberties.*

## Who cannot apply?

- Individuals
- Commercial enterprises or for-profit organisations
- Organisations that have outstanding reports or acquittals for any funding programs administered by Bellingen Shire Council may be ineligible unless alternative arrangements have been made with Council
- Organisations that do not have the appropriate public liability insurance to cover the timeframe in which the event will take place
- Organisations that are outside of the Bellingen Shire local government area
- State and Federal government agencies (including schools)
- Council-appointed Section 355 Committees

## Event assessment criteria

Events must:

- Take place within the Bellingen Shire Local Government Area (LGA)
- Target areas or regions outside of the Bellingen Shire
- Have a focus on creating and encouraging social inclusion
- Align to Council's priorities as identified in the Community Vision 2035
- Take a strategic, innovative, and creative approach to identifying and reaching their target market
- Show clear and measurable objectives and outcomes including economic, social and/or community benefit
- Have strong partnership arrangements including cash or other contributions
- Provide evidence of strong support for the event that shows potential for growth and sustainability e.g., letters of support
- Show capacity to deliver through a well-organised and structured management committee with relevant skills and experience

## Eligible event activities

Eligible event activities include (but are not limited to):

- Equipment to support the event (purchase or hire)
- Promotional material specific to the event being funded, however, this should not be a major component of the funding requested
- Venue hire for the event
- Entertainment
- Private works

## What are private works?

Private works are tasks undertaken by Council to support community projects. These works are generally not considered part of Council's core responsibility. However, in some cases, Council can assist with various aspects of a project. For example, pick up and disposal of additional bins. When applicants apply for private works to support a project, no money is exchanged. Nonetheless, the costs associated with Council undertaking the work must still be included in the application budget and will form part of the grant amount requested.

## Ineligible event activities

- General operating expenses and ongoing costs e.g., rent, electricity, water, wages, etc.
- Prizes or competitions
- Activities that only benefit narrow organisational interests or political interests

- Costs towards purchases or services that have a commercial outcome
- Events that have already commenced or taken place (retrospective)
- Devolved funding (funding that is then passed on to another individual or group)

## **Support material**

It is recommended that appropriate and relevant support material be submitted with applications to assist in the assessment. This might include evidence of similar projects previously undertaken by the organisation and letters of support. Quotes must be provided where possible.

## **Assessment process**

Once your application has been deemed eligible, it will be assessed on merit and prioritised by an assessment panel. The assessment panel will then make recommendations to Bellingen Shire Council for funding to be approved. Council reserves the right to part-fund successful applications.

This process will be undertaken to ensure Bellingen Shire Council is acting in accordance with the public interest and ensure that public monies are used prudently and appropriately.

## **Successful applicants**

Successful applicants must:

- Sign and return a funding agreement to Bellingen Shire Council.
- Provide proof of appropriate public liability insurance for the period covering the event.
- Provide a tax invoice for the approved amount. Organisations registered for GST should provide an invoice inclusive of GST. Organisations not registered for GST should provide an invoice exclusive of GST.
- Provide promotional opportunities for Bellingen Shire Council including, but not limited to, logo on promotional or advertising material, naming rights, opportunity for Mayor (or delegate) to present or speak at the event, site stall (where appropriate) and link to Council website on event organiser's website or event page

## **Acquittal of grant funding**

- Successful applicants must submit an acquittal and expenditure report to Council within two months of the event taking place
- Photographs, copies of promotional material and media clippings must be included in the report where available.
- Evidence of expenditure of the grant funds must also be provided.

## **Further information**

- The Community Event Sponsorship Fund Guidelines can be downloaded from Bellingen Shire Council's website.
- Applications must be submitted via the online grants management portal <https://bellingen.grantplatform.com/>
- Any event funded by Bellingen Shire Council must comply with any current government COVID-19 requirements. Applicants may be required to provide evidence of a COVID-safe plan should funding be provided.
- To discuss your application, please contact Council's Grants and Business Development Officer on (02) 6655 7300.