

**Bellingen Shire  
COUNCIL**



**COMMUNITY EVENT SPONSORSHIP FUND**

**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 vision of being 'Connected, Sustainable and Creative'. There are two rounds of funding per year which is limited to Council's yearly budget allocation.

### Program Objectives

- To support local events that align with Bellingen Shire's 2027 Community Vision of being Creative, Connected and Sustainable
- 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

Council will provide funding up to \$5000 for projects that demonstrate how they will deliver on the objectives outlined above. Council reserves the right to part fund and considers any funding request to be for a contribution to the overall costs of the event.

### General Requirements

- Projects must take place between 1<sup>st</sup> July and 30<sup>th</sup> June of the funded year
- 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 provide a financial statement/current balance sheet for the organisation and the auspicing body if applicable
- 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 Program Objectives
- Applicants must provide a strategic plan that identifies how the event will be sustainable

### 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 to the satisfaction of Council may not be eligible unless prior arrangements have been made
- 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 agencies (including schools)

**PLEASE NOTE: Any application that does not meet the General Eligibility Criteria will not be assessed under the Specific Assessment Criteria and will be deemed unsuccessful.**

## Event Assessment Criteria – Events MUST:

- Take place within the Bellingen Shire local government area
- 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 2027 Community Vision
- 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

## Event Activities funded

- Equipment to support event (purchase or hire)
- Promotional material specifically for the event being funded, however, should not be a major component of the application or funding being 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.

## Event Activities NOT funded

- General operating expenses and ongoing costs. For example, rent, electricity, water, wages etc.

- Prizes or competitions
- Event related workshops
- Activities that only benefit narrow organisational interests
- Costs towards purchases or services that have a commercial outcome
- Projects that have already commenced or taken place
- Devolved funding. For example, 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 from organisations and/or the community involved in the project. Quotes must be provided where possible.

### **Application Assessment Process**

Once your application has been deemed eligible, it will be assessed on merit and prioritised by a selection panel. The assessment panel will then make recommendations to Bellingen Shire Council for funding to be approved. Council reserves the right to only 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 the appropriate public liability insurance for the period covering your event.
- Provide a tax invoice for the approved amount. Organisations registered for GST must provide an invoice inclusive of GST. Organisations not registered for GST must provide an invoice exclusive of GST
- Provide promotional opportunities for Bellingen Shire Council including 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 organisers website or event page
- Seek approval from Council for all marketing, advertising and collateral associated with the event

### **Acquittal of Grant Funding**

- Successful applicants must submit a project acquittal report within two months of the project taking place.
- Photographs and/or media clippings must also be included in the report where available.

### **Further Information**

- The Community Event Sponsorship Fund guidelines, application form and project acquittal template can be downloaded from Bellingen Shire Council's website
- Applications must be submitted via email to [council@bellingen.nsw.gov.au](mailto:council@bellingen.nsw.gov.au). To discuss your application, please contact Council on 02 6655 7300.