



CD014	OUTGOING SPONSORSHIP		
POLICY OWNER:	Shire of Carnarvon		
DEPARTMENT:	Office of the CEO		
CREATION DATE:	March 2024	REVIEW SCHEDULE:	
RELATED PROCEDURES:			
RELATED FORMS:			
RELATED DELEGATIONS:			
RELATED POLICIES:			
LEGISLATION:			
DOCUMENT CONTROL			
DATE REVIEWED:	REVIEWED BY:	CHANGES (IF ANY):	APPROVED BY CEO:
28/05/2024	Council	Creation	OCM 12/05/24

CD0014 Outgoing Sponsorship

OBJECTIVE

To establish a framework for the allocation of funding to community organisations and events. This policy aims to facilitate sponsorship of diverse events or programs that raise the profile of the Shire of Carnarvon. This policy seeks to support initiatives that either:

- Generate economic advantages for the Shire; or
- Foster community celebration, development, and engagement.

By adhering to this policy, the Shire aims to strategically invest in sponsorships that contribute to the economic growth and community well-being of Carnarvon, while also enhancing its reputation and visibility through marketing.

POLICY STATEMENT/S

1. Background and Context

The policy is designed to support community organisations and events that directly contribute to the economic growth of Carnarvon. Recipients of funding are free to allocate the funds as they see fit, with the expectation that they will provide substantial marketing efforts to enhance the reputation and awareness of the Shire of Carnarvon. Applications will be accepted once per financial year and will be considered by the Community Growth Fund Committee for inclusion as part of the annual budget allocation process.

Definitions

Applicant	The organisation or community group who will be implementing the proposed event or program.
Council	Elected Member body for the Shire of Carnarvon
Shire	The organisation of the Shire of Carnarvon.

Event	Means an event which occurs within the Shire and attracts visitors or competitors to Carnarvon, which in return provides economic benefit.
Program	Means a series of events or activities which occur over a period, which contributes to the liveability and/or attract competitors and/or spectators to Carnarvon.
Grant	The sum of money/in-kind support given to community organisations for an event or program.
Incorporated Organisation	An organisation who status is registered with the Office of Fair Trading and operates within the scope of the Associations Incorporation Act 1981 and Associations Incorporation Regulation 1999.
In-Kind Contribution	A donation of goods and services, time, or expertise, rather than cash or appreciated property.
Not-For-Profit Organisation	An organisation that is not operating for the profit or gain of its members.

3. Roles and Responsibilities

The Chief Executive Officer and the Executive Leadership Team are responsible for ensuring this policy is understood and adhered to by Council staff. The Community Growth Fund Committee consisting of Elected Members is responsible for evaluating applications and preparing recommendations for Council approval. Shire staff are responsible for providing secretariat and for assessing each application for compliance with the eligibility criteria of this Policy.

POLICY

3. Applicant Eligibility

The Shire of Carnarvon will accept applications for sponsorship that meet the following criteria:

- Events or programs must demonstrate alignment with the Shire of Carnarvon's Strategic Community Plan.
- Applicants must be debt free with the Shire of Carnarvon.
- Applicants must have relevant public liability insurance cover.
- Applicant must adhere to all Statutory requirements of delivering events or programs.
- Events or programs must be delivered to a high standard within 12 months of approval to ensure timely implementation and impact.

4. Ineligible Applicants:

The Shire of Carnarvon will not enter into a sponsorship agreement with:

- an individual.
- Commonwealth or State Government Departments.
- a political party.
- an applicant that the Shire considers supporting, promote or facilitate violence, intolerance, or discrimination.



- an employee or elected member of the Shire, or their immediate family, however this does not include an application from an organisation that an employee, elected member, or their immediate family member may be part of
- an applicant that has outstanding debts to the Shire.
- an applicant who is in legal conflict with the Shire.
- an applicant that has failed to provide satisfactory acquittal reporting for any previous Shire funding.
- an applicant that has already received Shire funding (including in-kind) for the same project or event within the same financial year.
- an applicant that has already applied for Shire funding (including in-kind) for the same project or event within the same financial year and been refused.
- an applicant that conducts, or has conducted, themselves in a way that the Shire considers to be injurious or prejudicial to the character or interests of the Shire.
- Integrity of the sponsorship process must be maintained by all parties who must not lobby, seek to influence or canvass the decision-making process of Council Members, their families, or Shire employees, in relation to their expression of interest. Any organisation who does will have their expression of interest rejected.

5. Recognition of the Shire as a sponsor

Up to \$10,000 Funding and In-kind Sponsorship Category:

This category is designed for community organisations or events that significantly contribute to attracting competitors or visitors to the Carnarvon region.

In return for the \$10,000 sponsorship, the Shire of Carnarvon requests the following acknowledgments:

- Acknowledged as 'Major Sponsor'
- Prominent placement of Shire of Carnarvon logo on marketing materials such as posters, flyers, banners, and websites.
- Signage supplied by the Shire of Carnarvon displayed during event or program.
- Logo inclusion on print and media advertising.
- Inclusion of the Shire of Carnarvon's name and logo on custom printed event signage and promotional items such as merchandise.
- Acknowledgement of the Shire of Carnarvon in radio or television advertising.
- Recognition in all press releases and media coverage.
- Verbal acknowledgment of the Shire of Carnarvon's support during event opening/closing ceremonies or speeches.
- Recognition in event programs or schedules.
- Social media mentions and tags highlighting the Shire of Carnarvon's sponsorship.
- Opportunity for Shire of Carnarvon representatives to attend and speak at key event functions.



Up to \$5,000 Funding and In-kind Sponsorship Category:

This category is designed for community organisations and events that contribute to the liveability of Carnarvon while also attracting competitors and/or spectators.

- Acknowledged as 'Sponsor'
- Inclusion of the Shire of Carnarvon logo on promotional materials such as flyers, brochures, and event websites.
- Signage supplied by the Shire of Carnarvon displayed during event or program.
- Mention of the Shire of Carnarvon in event-related communications and social media posts.
- Verbal acknowledgment of the Shire of Carnarvon's support during event opening/closing ceremonies or speeches.
- Social media mentions and tags highlighting the Shire of Carnarvon's sponsorship.
- Opportunity for Shire of Carnarvon representatives to attend and speak at key event functions.

6. Assessment process

Sponsorship will be determined by:

- Applicants meeting the sponsorship eligibility criteria set out in clause 3 and 4.
- Applicant agreeing to adhere to the requirements of Shire's recognition as set out in clause 5.
- Alignment with any of the Shire's strategic and community plans.
- The Shire's financial capacity; and
- Previous financial assistance provided by the Shire to the applicant.

All sponsorship applications will be assessed by Community Growth Fund Committee on an assessment matrix and eligibility criteria as set out in the guidelines. This is done by a 0 - 4 scoring method as listed below:

Conflicts with Eligibility Criteria	0
Not Demonstrated	1
Partially Demonstrated	2
Sufficiently Demonstrated	3
Strongly Demonstrated	4



Applications will be accepted once per financial year and will be considered by the Community Growth Fund Committee for inclusion as part of the annual budget allocation process.

7. Submission Timeframes

Submissions will be considered one per financial year by the Community Growth Fund committee. Applications outside scheduled rounds will not be accepted.

Opening Date	Closing Date	Applicants notified of outcome
1 June	28 June	After the Council endorses the budget.

8. Accountability and Reporting

Recipients will be required to:

- Accept the Funding Agreement, including terms and conditions as stated.
- Not commence the proposal until the Funding Agreement has been accepted.
- Issue the Shire with a Tax Invoice to request the release of the payments in line with the Funding Agreement.
- Provide an Acquittal by the date stipulated in the Funding Agreement, ensuring the following is provided:
 - Evidence of acknowledgement of the Shire's contribution as outlined in Clause 5.
 - Evidence of event or program because of funding.

9. Acquittal Process

Following the conclusion of a funded event or program, an event or program report outlining marketing and event and/or program outcomes. Failure to submit this report renders the grant recipient ineligible to apply for future funding.

EXPLANATORY NOTES

N/A