Port Augusta
CITY COUNCIL

SPONSORSHIP PROGRAM GUIDELINES

2026-2027





Overview

As we move toward 2035, Port Augusta will be a city that is increasingly smart, prosperous, and green. The Port Augusta City Council contributes funds to a range of organisations and individuals for a variety of reasons and occasions each financial year through the provision of Community Sponsorship.

OUR SPONSORSHIP PROGRAM WILL HELP COUNCIL ACHIEVE KEY TARGETS BY 2035 SO THAT:

- Port Augusta will be recognised as a regional iconic destination
- Port Augusta will be a more connected community and have pride in our cultural heritage
- Port Augusta will be recognised as a clean and environmentally responsible city
- Port Augusta residents will be more active and healthier
- Port Augusta will be increasingly recognised as a liveable regional city
- Port Augusta will be a safer place to live and visit

The Key Roles Council Plays when Sponsoring...

Partner

Forming partnerships and strategic alliances with other parties in the interests of the community

Funder

Funding other organisations to deliver services.



Our Strategic Directions Plan

The Strategic Directions 2035 document has four community focused themes and one enabling,organisationally focused theme. The themes and the goal for each are shown in the box below.

Events are aligned under the three pillars below.

Community

Infrastructure

Governance and Financial Sustainability





Organisations will be required to apply for a sponsorship agreement to simplify the financial support arrangements

What is Sponsorship?

Sponsorship is a commercial agreement in which Port Augusta City Council provides cash or in-kind support to an event, facility, or program in return for specified benefits.

Organisations will be required to apply for a sponsorship agreement to simplify the financial support arrangements.

Financial Subsidy
Funding may be provided to an organisation to provide a good or service to the community. This may include events and activities that are being held in Council venues, or a payment or waiver of payment by Council, on behalf of the community, for the provision of a good or service that would otherwise not be supplied or would only be supplied at higher prices if provided purely on commercial terms, such as waiver of venue hire.

In-kind Support
In-kind support refers to an arrangement whereby Council forgoes revenue for things that they would normally charge a fee, or for the provision of services using Council staff, equipment, and materials, for which Council incurs a cost.

Sponsorship Objectives

Sponsorship proposals must align with the Council's strategic directions and outcomes. Benefits to the Council must be quantifiable and/or demonstrable.

Sponsorship may assist in enabling local, national, or international programs, events, and activities to be held. Such events may contribute to the identity of the city, economic growth and promote community participation by residents and visitors.

Council does not generally sponsor Conferences, Seminars, Functions, Individuals, record attempts or fundraisers (unless directly related to the Council or local government).

Sponsorship Objectives

Business, Industry, Economic or City Activation

- ☐ Is the event local, regional, state, national?
- ☐ Does the event/project attract intrastate, interstate, or international visitors?
- ☐ Do the activities take place within Port Augusta?
- ☐ Is the event iconic for Port Augusta?
- ☐ Is the event unique or are there other similar events offered in Port Augusta?

Cultural, Social or the Arts

- ☐ To what extent does the event celebrate the diversity of Port Augusta?
- ☐ To what extent does the event/organisation provide opportunities for the local or greater community to connect?
- ☐ Is the event free or low cost? (Preference is given to events that are free / low cost or have elements that are free/ low cost)
- ☐ How many people are expected to attend/have attended in the past?
- ☐ Is the event accessible to people of all abilities?

Environment

- ☐ Is the event environmentally sustainable?
- ☐ Does the event comply with Council's Single Use Plastics Policy and SA Government legislation?

Local Community Support

- ☐ Does the organization activity support local sporting or community groups?
- ☐ Is the Group not-for-profit?
- ☐ Is the membership predominately residents of Port Augusta?
- ☐ Access and inclusion - does your event ensure that all public spaces are available to all community members, including those with a disability?
- ☐ Will the organization/activity be able to proceed without Council support?

Sponsorship Eligibility Criteria

Sponsorship will be considered where there is alignment with the Strategic Directions Plan.

Eligible groups and organisations must:

- Be based in the City of Port Augusta, or be able to demonstrate that they provide a significant benefit to the Port Augusta community.
- Demonstrate that the purpose of the funding meets a recognised community need.
- Submit the application form before the closing date. Any applications received after the closing date will not be considered.
- Agree in writing to the conditions as set out on the application form.

Council will not consider applications from:

- Applications NOT considered eligible for funding include applicants who have outstanding debts to the Council, applications from organisations, groups or individuals who are involved in political fields or who potentially conflict with Council's policies or organisations/events that have not met requirements of previous sponsorship agreements.

Mandatory Selection Criteria

Applicants should demonstrate that their proposed project, program, or activity meets the following mandatory selection criteria:

- Targets a recognised community need or identified gap;
- Has been designed to foster community engagement and participation;
- Will primarily benefit residents of Port Augusta and the Port Augusta community;
- Encourages a strong sense of community wellbeing that supports learning, participation, inclusiveness, healthy lifestyles, and environmental sustainability.
- The program or event must take place in the Council area.

Discretionary Selection Criteria

- Once applications have met the mandatory criteria, priority will be given to those that meet the following conditions:
  - Have not received any funding from Council within the financial year;
  - Events and projects selected for sponsorship will have a broad appeal across the community and attract a large number of participants and include activities that are free or low-cost and are accessible to the community.
  - Target groups of special need within the community, i.e., youth, people with a disability, aged, sociallyisolated, culturally diverse, disadvantaged, etc;
  - Demonstrate the capacity to contribute to the project through their own financial or in-kind resources;
  - Does not duplicate an existing service or facility;
  - Have clearly defined, specific objectives and measurable outcomes;
  - Encourage and support the involvement of volunteers.

Key Information for Grants and Sponsorship

Port Augusta City Council supports a diverse range of community groups, events, and projects in Port Augusta through its Community Sponsorship program.

Councils offer both Cash and In Kind Support.

The total budget for various sponsorship and funding is determined by Council during the budget process.

Type of Support	When to apply	Term	How to apply
Community Sponsorship Program	Applications open in December for events in the next financial year. **Closes Mid February**	1,2 or 3 years. (Reviewed Yearly)	Application Form
Out of round Sponsorship	Anytime in the current financial year for events and projects proposed that same year. Subject to limited funding availability.	1 year	Discuss project with our Events Team



Sponsorship Guidelines and Benefits

- Council may, at its discretion, promote the recipients of financial support to the community.
- Council may make funding conditional on other specific conditions being met.
- Council has an expectation that it will receive a return on investment through demonstrated benefits. Sponsorship benefits are outlined in the Sponsorship Guidelines.

- Sponsorship benefits for Council may include the use of Council's Logo when promoting the organization, event or activity, opportunity for Council to display signage or be included on sponsorship boards, involvement, attendance or presentations by Council staff and Elected Members.

Sponsorship Application Support

Check in with Council's Events Team if you are unsure whether you are eligible, or if you require further information before applying.

Online Support: admin@centraloval.com.au
In Person Support: Call our Events Team at Central Oval 8641 5400



If in kind support is part of your sponsorship agreement, please submit your event plan and make bookings with Councils events team as soon as possible.

Types of Sponsorship

Cash Sponsorship
If your application is successful, the cash sponsorship must be allocated towards enhancing your event. The allocation of Port Augusta City Council's sponsorship will be negotiated and specified in the sponsorship agreement.

In Kind Sponsorship
Value in kind (or, in kind support) refers to an arrangement whereby Port Augusta City Council forgoes revenue for things for which they would normally charge a fee.
Many sponsorship agreements include both a cash and an in kind component. These two elements contribute to the total value of the sponsorship. (Some sponsorships consist only of in-kind support with no cash component.)

What Kind of In Kind Support Does Port Augusta City Council Offer?

Council may upon agreement offer a range of in kind support such as the value of venue hire, which may be subject to written request to meet certain criteria for community events.

If in kind support is part of your sponsorship agreement, please submit your event plan and make bookings with Council's events team as soon as possible.

For more information on organising events on Council land, refer to Council's events guide on our website.



Application Process

- Applications for Sponsorship are accepted in one funding round, prior to the development of the annual budget. Calls for applications will be advertised in December for Sponsorship for the following financial year.
- All applications for sponsorship will be assessed against the eligibility criteria and assessment criteria.
- The proposed level of sponsorship is provided to Council as a part of the annual budget process.
- Sponsorships less than $500 maybe applied for throughout the year, and will be determined by the Chief Executive Officer, in accordance with any remaining Sponsorship budget.
- Canvassing or lobbying of Elected Members and Council staff in relation to the sponsorship proposal during the application and assessment process may result in the application being excluded.
- Organisations will need to provide financial details to support their application such as an event budget or a copy of most recent financial statements.
- Organisations will need to provide details as to how any profit from the event is to be used.

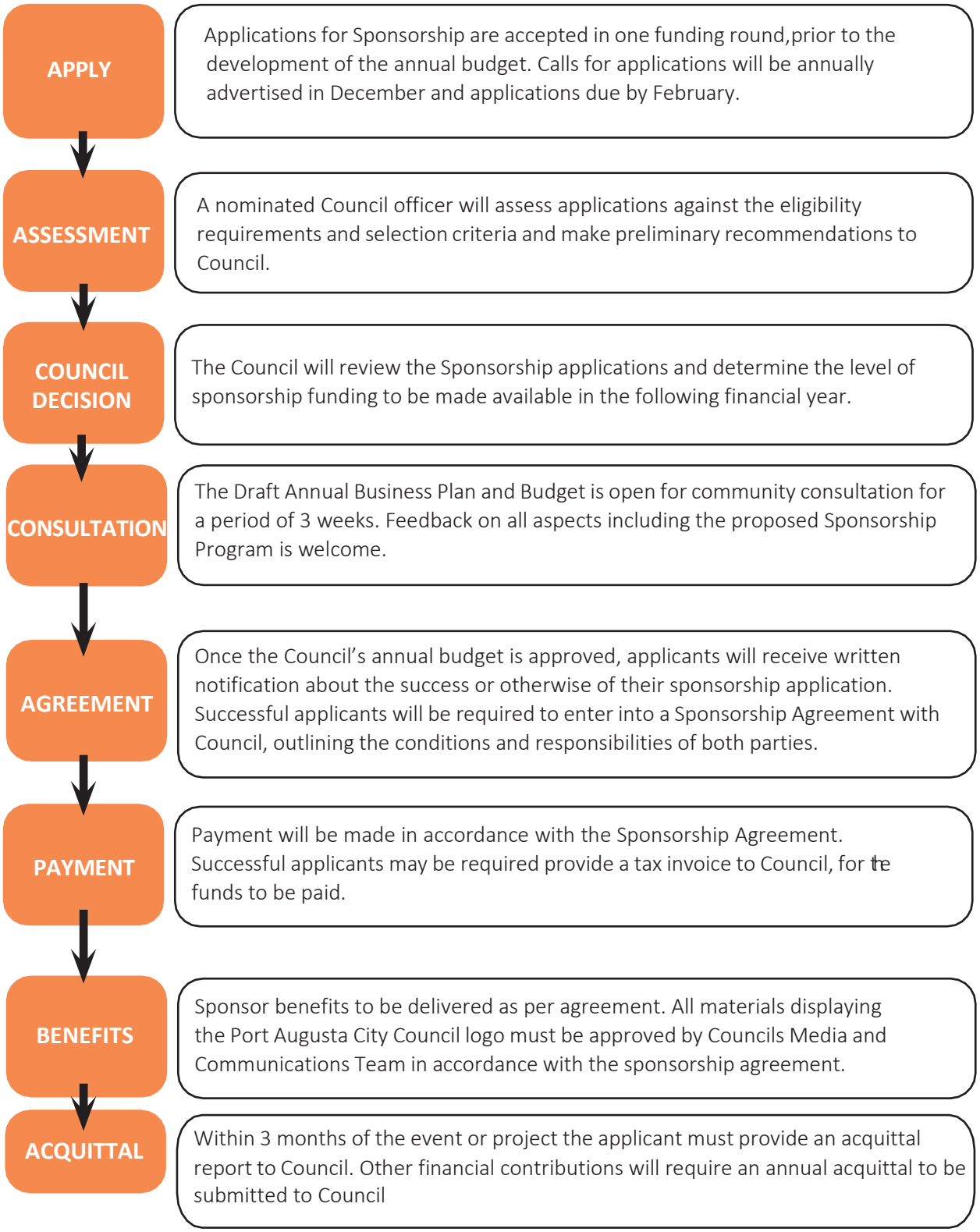
Assessment Process

- A nominated Council officer will assess applications against the eligibility requirements and selection criteria and make preliminary recommendations.
- Sponsorship applications, together with the recommended levels of support are presented to Council as a part of the annual budget process.
- The Council will review the Sponsorship applications and determine the level of sponsorship funding to be made available in the following financial year.
- Council reserves the right to part-fund or not fund an application.
- Applications may be offered a reduced level of funding in accordance with their level of compliance with the selection criteria, the funds available, and the number of applications received.
- Once the Council's annual budget is approved, applicants will receive written notification about the success or otherwise of their sponsorship application.
- Successful applicants will be required to enter into a Sponsorship Agreement with Council, outlining the conditions and responsibilities of both parties under which the sponsorship will be made available.
- Council may elect to pay an invoice on behalf of the applicant rather than paying funds directly to the applicant.
- Payment will be made in accordance with the Sponsorship Agreement, with payment made by electronic funds transfer in the name of the applicant.
- Successful applicants will be required provide a tax invoice to Council, following the signing of the Sponsorship Agreement, for the funds to be paid.



The Council will review the Sponsorship applications and determine the level of sponsorship funding to be made available in the following financial year.

Sponsorship Process



Out-of-Round Applications for Sponsorship

A proposal may be considered outside the annual competitive round **if there are extenuating circumstances** that prevented submission through the annual round. These 'out-of-round' proposals will be assessed using the same criteria as the proposals in the competitive round and are subject to availability of funds. Please note that only limited funding is available through this mechanism.

A proposal may be considered for 'out-of-round' funding:

- Using available sponsorship contingency funding
- Funding of up to $500 per event may be available

Contact Council's Events Team to discuss whether a proposal is eligible for 'out of round sponsorship'. Applications for out-of-round sponsorships are via an application form.

What does Council support through the Sponsorship Program?

Overview

Council is looking for several elements in the sponsorship proposals.

1) Events or projects that demonstrate strong alignment with the Strategic Directions of Council as outlined in the 2035 Strategic Directions Plan

That is, does the event/project contribute to Council achieving its targets as outlined in the 2035 Strategic Directions Plan?

2) Organisations, Events, or projects with appropriate sponsor benefits offered.

In evaluating all sponsorship proposals, the Council will be asked to consider/rate the following:

- Does the event/project fall into one of the following categories?
    - Business, industry, economic or city activation
    - Cultural, social or the arts
    - Sporting, or healthy lifestyle orientated
    - Innovation
    - Environmental

IN CONSIDERING THE SPONSORSHIP PROGRAM ALIGNMENT WITH COUNCILS STRATEGIC DIRECTIONS PLAN, THE FOLLOWING ARE CONSIDERED:

Tourism, Economic and Place Activation

- Is the event local, national, or international?
- Does the event/project attract interstate or international visitors?
- Do the activities take place within the City of Port Augusta boundary?
- Is there a balance of events/activations across Port Augusta?
- Is the event iconic for Port Augusta?
- Is the event unique? Or, are there other similar events offered in Port Augusta?

Cultural & Social Outcomes

- To what extent does the organization or event celebrate the diversity of Port Augusta?
- To what extent does the organization or event provide opportunities for the local or greater community to connect?
- Is the event free or low cost? (Preference is given to events that are free / low cost or have elements that are free/ low cost.)
- How many people are expected to attend the event/have attended in the past?
- Is the event accessible to people of all abilities?

Environmental Outcomes

- Is the event environmentally sustainable and 'single use plastic free'?

Governance, Budget, and Organisational Competency

- Is the amount requested appropriate:
  - As a proportion of the overall cost of the event/project (or organization operating costs for annual sponsorship)?
  - as a proportion of the Council budget for Sponsorship Program?
  - in relation to the sponsor benefits offered to Council?
- Are there any risks associated with the organization/ event?
- Does the application include enough information for affective evaluation of the proposal?
- If the Council has previously sponsored the event/organization, have all previous sponsorship requirements been met.

Canvassing or Lobbying

If a Council employee or Elected Member has a direct interest in a sponsorship proposal, they are required to declare this. Elected Members will not take part in the decision of Council relating to that proposal. Individual canvassing or lobbying of Elected Members or Council employees in relation to the sponsorship proposal during the application and assessment process may result in the application being excluded from the community sponsorship program.

What are Sponsor benefits?

Sponsorship is defined as a commercial arrangement in which a sponsor provides a contribution in money or in kind, to support a service, event, facility, or program in return for specified benefits. When applying for Sponsorship, you will be asked to list the sponsor benefits being offered to Port Augusta City Council.

Some examples of benefits include:

- Port Augusta City Council logo recognition on all project or event promotional material and website
- Opportunity to display Port Augusta City Council signage at project or event
- Speech opportunity for Port Augusta City Council Elected Members
- Opportunity to tag Port Augusta City Council in Social media posts
- Acknowledging Council support in event/project promotion
- Acknowledging Council support on organization sponsorship boards or in newsletters etc.

Be creative with what sponsor benefits you can offer Council. Read through Council's Strategic Plan and talk to Council about your project to come up with ideas of what you can offer that may be beneficial to Council.

Access and Inclusion

Access and inclusion is about ensuring that all public services are available to all community members, including those who are living with a disability, so that they have the opportunity and choice to participate in all aspects of communitylife.

To the extent that it is practicable, the sponsorship applicant is required to provide universal access to sponsored events, as outlined in Port Augusta City Councils Disability Access and Inclusion Plan 2035.
When applying for sponsorship use Council's Accessible and Inclusive Events checklist on our website to see how accessible and inclusive your event is and where improvements could be made.

Some questions for applicants to consider are:
• Is there level access to the event with no steps or other barriers?
• Are there accessible toilets?
• Does the venue have clear signage?
• If the event is ticketed, have you considered provision of a number of free or affordable tickets for community members?

Council has a Disability Reference Group who can give advice on how you can improve theaccessibility of your event or project.
You will be required to report on the accessibility of your project as part of the acquittal report.

Single Use Plastic Free Events

All events on Council land must not include the use of single use plastics. Council has a guide to help you make your event Single use Plastic Free.
For more information visit https://www.replacethewaste.sa.gov.au/single-use-plastic-faqs-about-the-legislation

References

Sponsorship Program https://www.portaugusta.sa.gov.au/
Sponsorship Guidelines Policy
Replace the Waste
LGASA Festival and Events Guide for Local Government
Port Augusta City Councils Disability Access and Inclusion Plan

Further Information

Port Augusta City Council
Events Team
P: 08 8641 5400
E: admin@centraloval.com.au
W: www.portaugusta.sa.gov.au


THRILLER
MACHINE