



PORT AUGUSTA CITY COUNCIL
SPONSORSHIP
PROGRAM GUIDELINES
2024/2025



PortAugusta
CITY COUNCIL



Overview

As we move toward 2030, 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 Sponsorship, Community Grants and Operating Subsidies.

OUR SPONSORSHIP PROGRAM WILL HELP COUNCIL ACHIEVE KEY TARGETS BY 2029 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 healthy
- 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 2019 – 2029 document has four community focussed themes and one enabling, organisationally focussed theme. The themes and the goal for each are shown in the box below.

Events are aligned under the two pillars below.

Community

Governance and Financial Sustainability



Theme 1: Community

We are a welcoming and inclusive community that understands, represents and preserves our unique sense of purpose and place.



Theme 2: Economy

We capitalise on our unique regional hub attributes to pursue a thriving economy.



Theme 3: Environment

We value, respect and protect our natural and built environments.



Theme 4: Infrastructure

We provide and advocate for fit for purpose infrastructure that improves the economic, environmental and social wellbeing of our City.

Internally focussed theme and goal



Theme 5: Governance & Financial Sustainability

We conduct our Council business ethically and transparently and seek financial sustainability and legislative compliance to allow the Council to provide or enable the infrastructure and services required to achieve our 2029 aspirations.

The image features three runners in silhouette against a bright sunset sky over a body of water. The runners are captured in mid-stride, moving from left to right. The sky transitions from a deep blue at the top to a bright orange and yellow near the horizon. A semi-transparent orange rectangular box is positioned in the middle of the image, containing white text. On the left side of the page, there are several white, concentric, curved lines that resemble a stylized 'C' or a partial circle.

Organisations will be required to apply for a sponsorship agreement to simplify the financial support arrangements, where they require support in excess of \$2,000 per annum.

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, where they require support in excess of \$2,000 per annum.

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, lease and licence fees and discretionary rate rebates.

Leases and Licence Fees

Community or Sporting Groups may receive financial support from operating subsidies in the form of reduced or waived lease and licence fees. These will be negotiated on a case by case basis, in accordance with the Lease and Licence Policy and fees and charges register.

Sponsorship Guidelines

Discretionary and Mandatory Rate Rebates Businesses, Community or Sporting Groups may receive financial support from operating subsidies in the form of discretionary or mandatory rate rebates. These will be processed in accordance with the relevant Council

Policy and Local Government Act requirements

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.

Sponsorships may be for a period up to three years and Council aims to develop partnerships over several years for ongoing events and festivals.

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 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 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 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, organisations and individuals must:

- Be a resident 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.

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, socially isolated, 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 events and projects in Port Augusta through its Community Grants and Events 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
Sponsorship Program	Applications open in January for events in the next financial year. Close Mid February	1,2 or 3 years.	Application Form
Out of round Sponsorship	Anytime in the current financial year for events and projects proposed that same year. Subject to funding availability.	1 year	Discuss project with our Events Team
Community Grants	Round 1- open 1 July to 31 Dec Round 2- open 1 Jan to 30 June	6 months	Application Form

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 event or activity, opportunity for Council to display signage, 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 for either a grant or sponsorship, 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

A vibrant concert scene with bright stage lights and a crowd of people with their hands raised in the air. The image is split into two main sections. The top section shows a stage with several spotlights hanging from a metal truss, casting bright beams of light. The bottom section shows a crowd of people from behind, with their arms raised in the air, silhouetted against the bright stage lights. The overall atmosphere is energetic and festive.

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?

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.

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

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

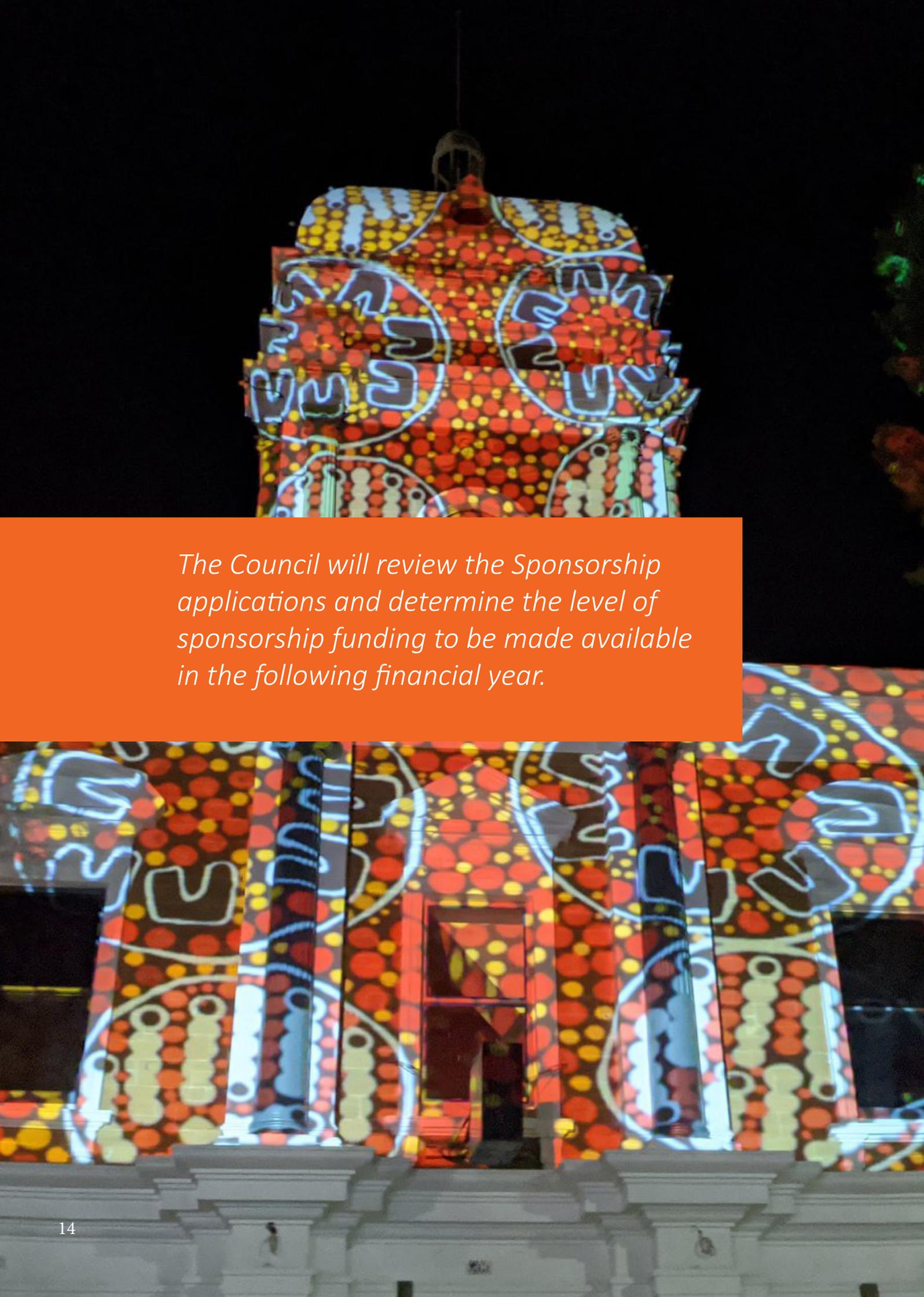


Application Process

- Applications for Sponsorship over \$5,000 are accepted in one funding round, prior to the development of the annual budget. Calls for applications will be advertised in January/February 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 \$5,000 may be applied for throughout the year, and will be determined by the Chief Executive Officer, in accordance with any remaining allocated 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.

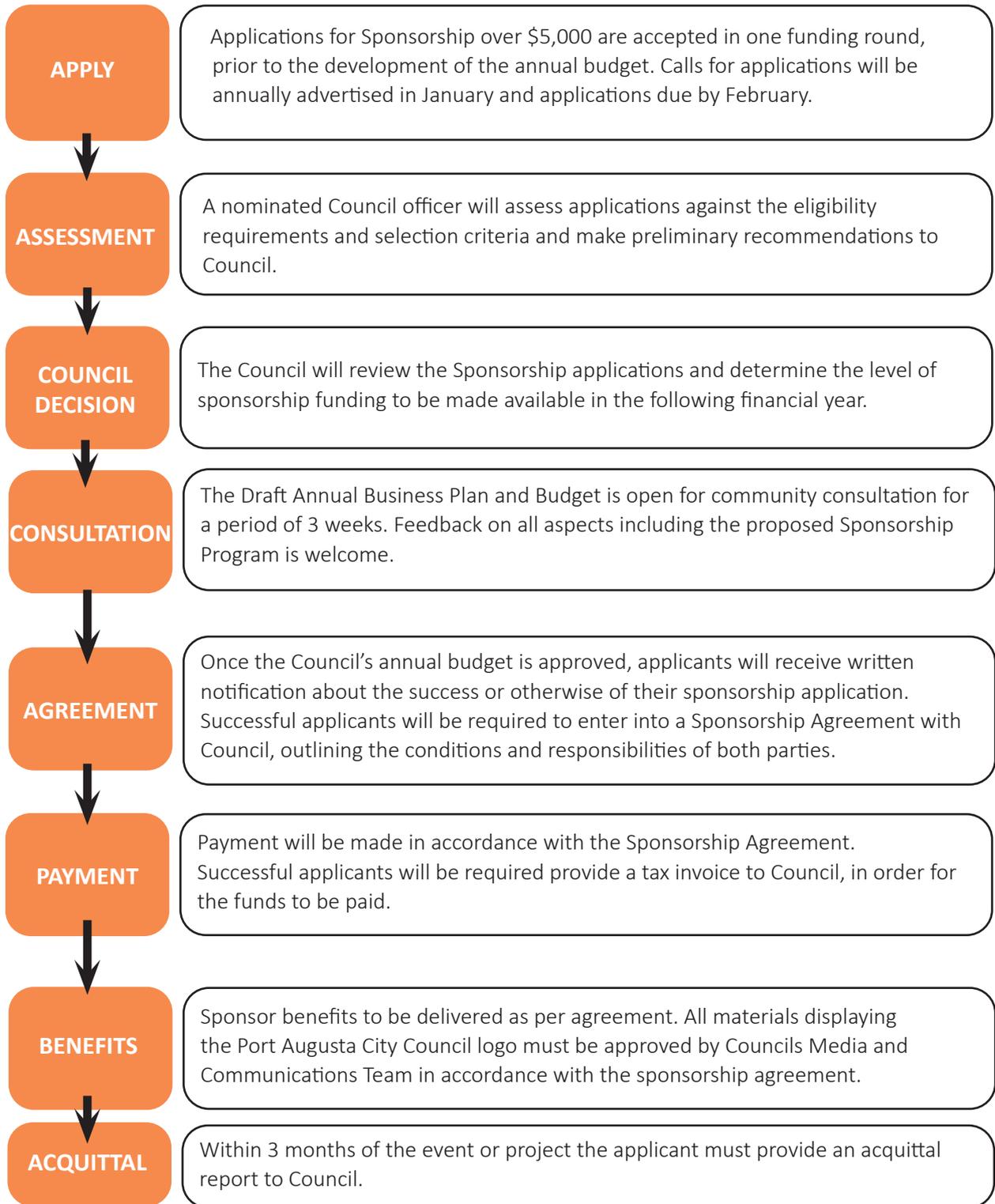
Assessment Process

- 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 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 cheque or 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, in order for the funds to be paid.

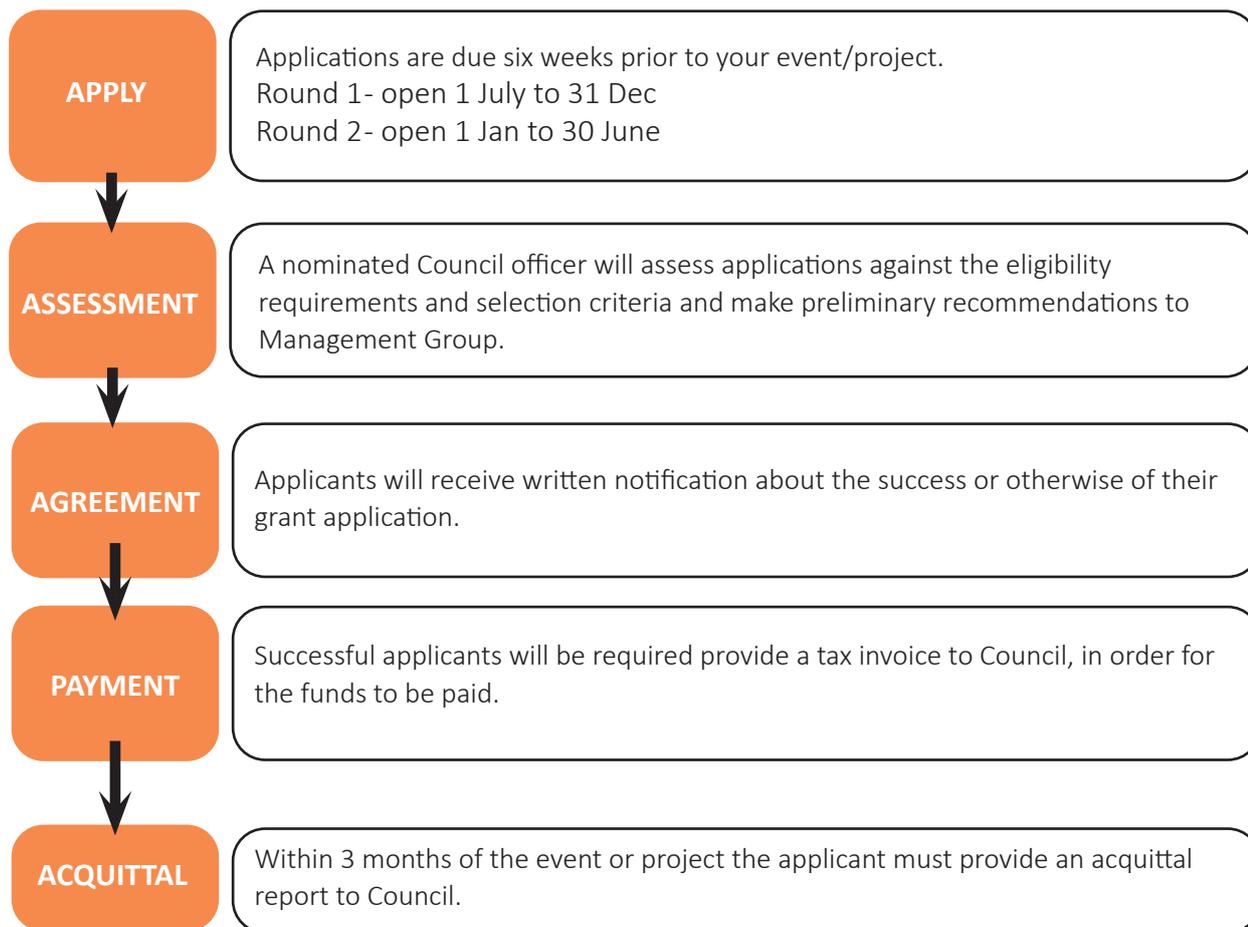


The Council will review the Sponsorship applications and determine the level of sponsorship funding to be made available in the following financial year.

Sponsorship Process



Community Grants 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.

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

- Using available sponsorship contingency funding
- Proposals above \$5,000 total value can be recommended for consideration and decision of Council.
- Proposals less than \$5,000 total value (including cash and in-kind contributions) may be approved by the CEO in liaison with the Mayor (subject to funding availability).

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 2019-2029 Strategic Directions Plan

That is, does the event contribute to Council achieving its targets as outlined in the 2019-2029 Strategic Directions Plan

2) 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 Port Augusta, Stirling North, Blanche Harbor, Miranda?
- 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 event celebrate the diversity of Port Augusta?
- To what extent does the 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?
 - 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 event?
- Does the application include enough information for affective evaluation of proposal?
- If the Council has previously sponsored the event was the acquittal satisfactory?

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 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

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 have a disability, so that they have the opportunity and choice to participate in all aspects of community life.

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 Council's Disability Access and Inclusion Plan 2019-2022.

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 an Access and Inclusion committee who can give advice on how you can improve the accessibility 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

Community Grants and Events Program <https://www.portaugusta.sa.gov.au/community/communitygrants>
Sponsorship Guidelines Policy
Replace the Waste
LGASA Festival and Events Guide for Local Government
Port Augusta City Councils Disability Access and Inclusion Plan 2019-2022

Further Information

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



THRILLER

MACHINE