2022/23 Festivals and Events (Community) Sponsorship Program Application Form

Lodge Applications at Ballina Shire Council • 40 Cherry Street • Ballina (Mon - Fri 8.15am to 4.30pm)
mail PO Box 450 Ballina 2478 • **e** council@ballina.nsw.gov.au • **t** 1300 864 444 • **w** ballina.nsw.gov.au

applications must be clearly marked "2022/23 Festival and Event (Community) Sponsorship Program - Application"

Applications close: Friday 4 December 2021

Section A: Applicant Details and Eligibility

Applicant

Name of Organisation

Contact Person

Position

Address for Correspondence

Telephone (h)

Telephone (w)

Mobile

Email

Website

Name of Festival or Event

Eligibility Criteria

Is the applicant a 'non-profit' organisation as defined in the guidelines? ☐ Yes ☐ No

Is the applicant's organisation incorporated? ☐ Yes ☐ No

If yes, provide details

Incorporation No.

ABN

If no, has an incorporated organisation agreed to auspice or sponsor the applicant? ☐ Yes ☐ No

Incorporated Sponsor Name

Incorporation No.

ABN

Is the applicant organisation based in the Ballina Shire Council Local Government Area? ☐ Yes ☐ No

Will the proposed event/festival take place in the Ballina Shire Council Local Government Area? ☐ Yes ☐ No (not eligible to apply)

Public Liability Insurance

It is essential that the applicant possesses a minimum $20 million public liability insurance cover specific to the scheduled event. Proof of public liability must be lodged with this application.

☐ Yes ☐ No (not eligible to apply)

Section B: Governance

Provide a concise description of your group/organisation. Include purpose, number of years in operation, number of members, regular volunteers and paid staff, average annual financial turn-over, ability to manage funds and constitution.

List the office bearers or board members of your group/organisation/committee

Names	Positions	Contact Phone Numbers

List the office bearers or board members of your sponsor organisation (if applicable)

Names	Positions	Contact Phone Numbers

Who are the key organisers involved in managing the project?

Names	Positions	Contact Phone Numbers

Past experience/qualifications with event organising

List key achievements

Section C: Event Details

Describe the festival or event for which you seek support

Festival/Event Location(s)

Start Date

End Date

Anticipated number of attendees

What are the specific measurable objectives of festival or event for 2022/23 and how will these objectives be achieved, measured and evaluated? Attach your event plan (with objectives and key performance indicators included) or provide a summary in the table below. You must include (at a minimum) objectives/actions that directly relate to the support requested from Council. You will be required to provide evidence as to how these objectives were met in the acquittal report.

Objective *(eg: attract audience of 5,000)*	Action *(eg: develop event website)*	Key Performance Indicator *(eg: ticket sales)*

Section D: Event Budget and Council Support

Provide a detailed and realistic budget for the festival or event showing both cash and in-kind income and expenditure by completing the table below: *(you may attach your own financial spreadsheet).*

Proposed Income

Description	Cash	In-Kind
Applicant's contribution		
Ballina Shire Council Support		N/A
Sponsorship		
Grants		N/A
Ticket Sales		N/A
Merchandise		
Other		
Total Income		

Proposed Expenditure

Description	Cash	In-Kind
Salaries		N/A
Volunteers (hrs estimated at 1hr=$25)	N/A	
Contractors		
Administration		
Materials		
Transport		
Promotion		
Insurances		N/A
Waste Management		
Other		
Total Expenditure		
Profit / Loss		

Please provide details on where the event profit may be directed?

Who will underwrite the event in case of a loss?

Section D: Event Budget and Council Support (continued)

Council Support

Provide a breakdown of the proposed financial support will be expended.

Financial Support	Amount ($)
Total Financial Support	

Outline how you intend to acknowledge Council's support if your application is successful:

Section E: Sponsorship / Grants

Have you developed a sponsorship prospectus? ☐ Yes ☐ No

If yes, please attach.

Please outline your targeted sponsors and how you will attract and maintain sponsorship?

Have you applied for any grants from external agencies? ☐ Yes ☐ No

If yes, please outline

Section F: Contribution to the Community Strategic Plan 2013-2023

Community Development

How does the festival/event contribute to 2 or more of the outcomes listed in the Community Strategic Plan under the following four themes:

- Connected Community ie encourages community interaction
- Prosperous Economy ie supports local business and delivers economic benefits
- Healthy Environment ie promotes our open spaces, reserves and natural areas
- Engaged Leadership ie facilitates and develops strong relationships between Council and the community

Who is your target audience?

How will you promote your festival/event? Please outline details regarding event promotion

Does your festival/event have demonstrated support from the community and or groups that would benefit from the festival or event?

Section G: Economic Value and Environmental Awareness

What participation rates do you anticipate?

How many people have attended in the past?

What is your maximum audience capacity?

Will your festival/event represent good value for money? Please provide details of ticketed activities.

Northern Rivers Carpool is a free online service that matches people with similar travel patterns so they can make use of the benefits of carpooling. The service caters for one-off travel to festivals, gigs, markets, conferences and workshops. Would you use this event function to strengthen your environmental credentials by providing a free, easy to use carpooling service to your event audience? More information nrcarpool.org

☐ Yes ☐ No

What steps will you take to reduce the resource use (chemicals, energy, water, waste)? Examples include: use recycled paper, use of email marketing, programs on websites, recycling bins at your event, advising market stallholders to use recyclable products or avoid creating waste. For more information see Council's Waste Wise Events information on the website ballina.nsw.gov.au

Section H: Authorisation

This application must be signed by the appropriate officer of the organisation.

I certify the information given in this document is true and correct. I understand that:

- ☐ Council support is subject to the issuance of activity consent.
- ☐ As a guide funding will be provided in two instalments. An amount of 75% of the total allocation will be made available prior to the date on which the festival or event is scheduled to commence (subject to compliance with all terms and conditions). The remaining 25% will be paid on receipt of a completed acquittal report which must be presented in a manner determined by Council.
- ☐ Proof of public liability insurance (certificate of currency) that is specific and appropriate to the event (and all activities therein) is required before the first instalment.
- ☐ I will abide by all Council related policies as outlined in the Festival and Events Support Program Policy.

Office Bearer 1:

Name

Position

Signature

Date

Office Bearer 2:

Name

Position

Signature

Date

Privacy Protection Notice

Information provided on this form is required in order to process the application. Provision of the information is voluntary, however, if insufficient information is provided, Council will be unable to process the application. The information will be available to authorised officers and may be made available to public enquiries under Government Information (Public Access) Act 2009. The information provided will be stored in Council's electronic document management system.