

2016/2017 MAJOR EVENTS SPONSOR PROGRAM

Eligibility Criteria and Guidelines

Not-for-profit events held in the Local Government Area are eligible to apply for in-kind assistance under the Major Events Sponsor Program.

Events can apply under Stream 1 or Stream 2:

STREAM 1

\$2,000 or less for events held July 2016 to June 2017 -
Applications are open from July 2016.

STREAM 2

\$2,001 - \$10,000 for events held Jan 2017 to Dec 2017 –
applications open Sept 2016.

Guidelines

- Events can not apply for assistance via the major Events Sponsor Program if financial or in-kind assistance has already been provided under another funding stream of Western Plains Regional Council for the same event in the same year.
- Applicants must have at least 3 year's experience or delivered at least 3 events of a similar scope to be eligible to apply.
- Only in-kind assistance from Council is covered under the Program. Council fees and charges covered include, but are not limited to, hire costs, waste charges, line-marking, photocopying etc.
- Applications for funding will be assessed on the economic value that the event will bring to the Local Government Area. The event must bring a minimum of \$30,000 into the LGA.
- All applications must be accompanied by documentation provided by Council that outlines the costs of hire or services for which you will be seeking in-kind assistance.

Level of funding granted will be influenced by:

- Number of years that the event has been held/or the number of years experience of the event organiser.
- Applicants under stream 2 must have at least 3 years experience in event delivery.
- Commitment to return the event to the LGA in subsequent years.
- Public relations activity and projected outcomes.
- Timing of the event (events scheduled during low visitation periods will be favourably considered).

The Program is based on a sponsorship model.

Events receiving funding will be required to acknowledge Western Plains Regional Council as a partner and provide brand recognition on print, outdoor and online platforms.

Images of various promotional material is required to be provided to Western Plains Regional Council prior to the event.

IMPORTANT INFORMATION

- The Program has been developed to attract event activity and drive economic outcomes for the LGA.
- For the purpose of the Major Event Sponsor Program, a not-for-profit entity is an organisation that does not operate for profit or direct/indirect gains of its individual members.
- Council reserves the right, as part of the assessment process, to request further information or documentation.
- No assistance will be awarded retrospectively.
- All events receiving funding will be asked to complete a survey, post event.

DUBBO events:

More information

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WELLINGTON events:

More information

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How we will we assess your application:

Section	Key Criteria	Points	Score	Mandatory Points
Mandatory criteria – must score 50/50 to qualify for further assessment				
1	Evidence that applicant is a not-for-profit entity	25	/50	50*
	Evidence of \$20M Public Liability Insurance (Certificate of Currency must cover date of the event)	25		
Event history				
2	The event organiser has evidenced at least 3 years' experience in delivering events; or the event in which the funding has been requested	50	/50	50*
Potential economic benefits				
3	Economic value to the LGA - more than \$1M	25	/50	5*
	Economic value to the LGA - between \$500,000 - \$1M	15		
	Economic value to the LGA - \$100,000 - \$500,000	10		
	Economic value to the LGA - \$30,000 - \$100,000	5		
Timing of the event				
4	The event is held outside NSW school holiday periods	15	/20	n/a
	The event is held inside NSW school holiday periods	5		
Scope of the event				
5	The event is of National significance	15	/25	n/a
	The event is of State significance	10		
	The event is of Regional significance	5		
Return events				
6	The event will return to the LGA for 3 subsequent years	15	/30	n/a
	The event will return to the LGA for 2 subsequent years	10		
	The event will return to the LGA in the following year	5		

Mandatory: Applicants must score at least **105** points out of 250