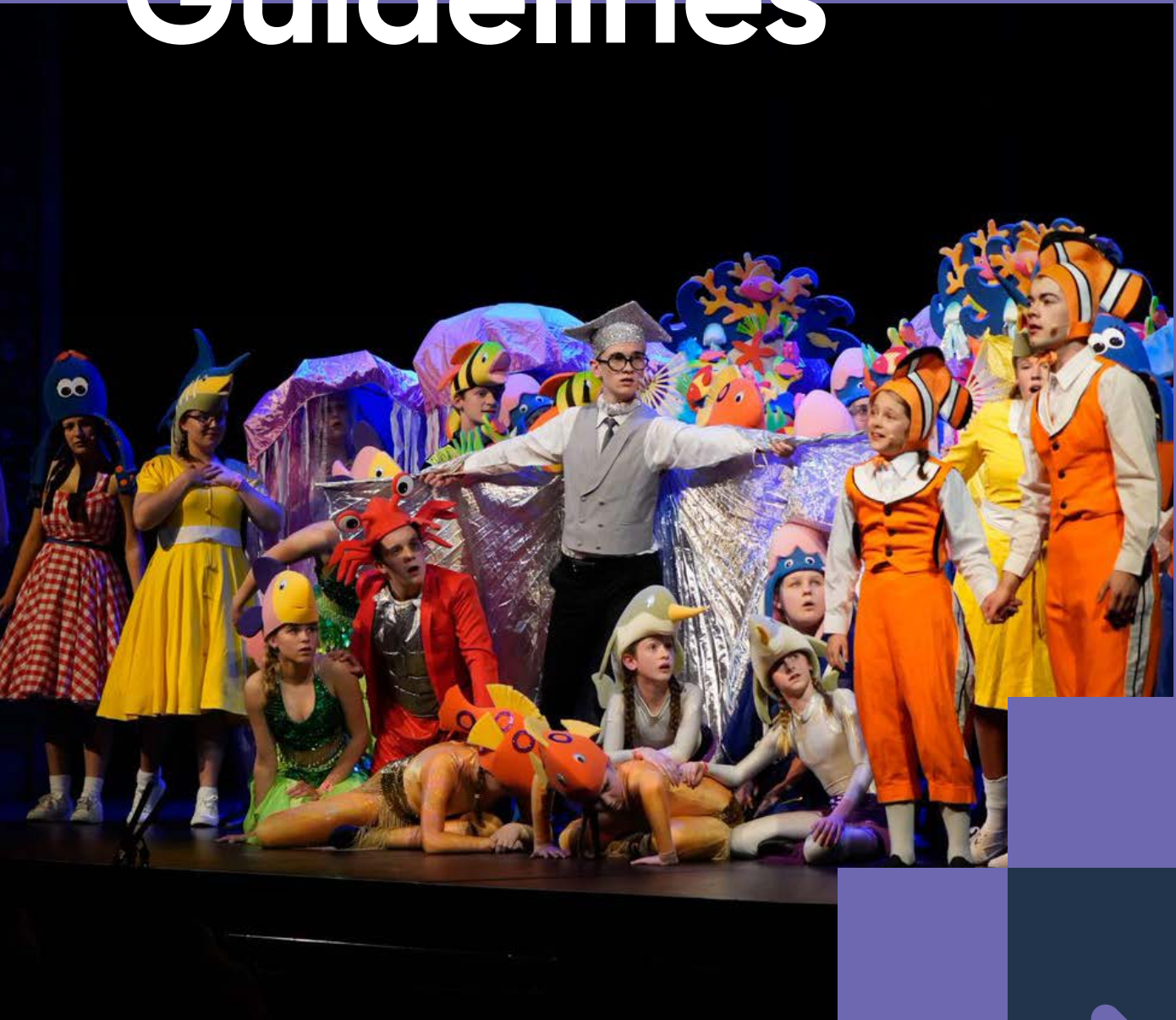


Sponsorship Guidelines



Guidelines
April 2023

newcastle.nsw.gov.au



City of
Newcastle

**City of Newcastle's (CN)
Sponsorship Programs (SPs)
provide a number of Sponsorship
opportunities to support
initiatives that contribute to
the economic life of the city.**

**CN provides financial
Sponsorship for initiatives that
will deliver tangible benefits
to CN and the community,
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a liveable, sustainable and
inclusive global City.**

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For more information, please visit:

newcastle.nsw.gov.au/community/grants-and-sponsorships

For further assistance, email esp@ncc.nsw.gov.au or call (02) 4974 2000.

Part A Preliminary

1 Background

- 1.1** City of Newcastle's (CN) Sponsorship Programs (SPs) provide a number of Sponsorship opportunities to support initiatives that contribute to the economic life of the city. CN provides financial Sponsorship for initiatives that will deliver tangible benefits to CN and the community, and help make Newcastle a liveable, sustainable, inclusive global city.
- 1.2** CN Sponsorships are highly competitive. In order to submit an eligible and competitive application please read the Sponsorship Policy in conjunction with this Guideline document.

2 Purpose

- 2.1** The purpose of CN's SPs are to fund Activities that provide tangible benefits aligned with the *Newcastle 2040: Community Strategic Plan (CSP)*.
- 2.2** These Guidelines provide specific instructions in making an application for Sponsorship within different SPs.
- 2.3** These Guidelines are to be read in conjunction with the Sponsorship Policy. The Guidelines and Policy must be read prior to lodging any application.

3 Scope

- 3.1** These Guidelines apply to all aspects of CN SPs including the application processes, decision making, Sponsorship Agreements and Activity Acquittal.
- 3.2** These Guidelines cover all elected members of Council, all CN employees, any person or organisation contracted to or acting on behalf of CN, any person or organisation employed to work on CN premises or facilities and all Activities of CN.
- 3.3** These Guidelines do not apply to:
 - 3.3.1** CN Community Grants Programs;
 - 3.3.2** Sponsorships received by CN;
 - 3.3.3** Donations provided by CN;
 - 3.3.4** CN Special Business Rate Funding
 - 3.3.5** CN's nominated Charity Partner.

Part B Sponsorship Program

4 General Eligibility

- 4.1** All applications must meet the eligibility criteria outlined in the Sponsorship Policy in order to be considered for Sponsorship. Ineligible applications will not progress to assessment.
- 4.2** The eligibility criteria common to all CN's Sponsorships are summarised below. In addition to this, each SP has Program specific eligibility criteria, these are detailed in sections 7.2 and 8.2 of these Guidelines.
- 4.3** Common eligibility criteria require that:
 - 4.3.1** Applicants must demonstrate that the Activity will directly benefit CN and residents / businesses of Newcastle;
 - 4.3.2** Applications must be received on, or before, the advertised due date and completed with the required level of detail and supporting documentation as specified in the Guidelines. Requests for late application may be considered on a case-by-case basis and will only be granted if CN is satisfied that the integrity and competitiveness of the SP round has not been compromised. All late applications are required to be assessed according to these Guidelines and will be allowed only if available funds have not been fully expended;
 - 4.3.3** An Applicant's Activity must begin after the Sponsorship commencement date. Support for retrospective Sponsorship will not be considered;
 - 4.3.4** The Activity must be consistent with the Community Strategic Plan (CSP), United Nations Sustainable Development Goals (SDG) and Newcastle Destination Management Plan;
 - 4.3.5** Applicant must have the appropriate level of insurance for the Activities that are the subject of the funding request. CN has a minimum requirement for \$20m Public Liability Insurance. It is the Applicants responsibility to ensure that CN is supplied updated certification throughout the Activity's timeline;
 - 4.3.6** Applicants must be capable of obtaining all regulatory approvals for the Activity including those required from CN applicable for the proposed Activity;
 - 4.3.7** Where an Activity will involve adults working with children, successful applicants must ensure all necessary 'Working with Children' checks are undertaken. The applicant must provide CN with a letter advising of the successful completion and clearance of these checks prior to commencement of the Activity. The letter must be signed by an office bearer of the organisation receiving the Sponsorship.
- 4.4** Ineligible applications – CN does not provide Sponsorship for:
 - 4.4.1** Activities that duplicate existing services or have a current Funding Agreement for the same Activity. This applies to all support from CN including Grants, Sponsorships and Special Business Rate Funding;
 - 4.4.2** Religious ceremonies and/or Activities which do not have the main purpose of directly benefiting the broader residents and/or businesses of the Newcastle LGA, or religious activities which otherwise breach clause 4.4.6;
 - 4.4.3** General fundraising appeals and charitable donations, including support for individual representative sporting or cultural endeavours;

- 4.4.4** Academic research, coursework or fees, or Activities seeking financial support for research, studio work or Activities that will be submitted for academic assessment;
- 4.4.5** Ongoing operational costs, including rent or lease costs, general administrative costs, travel, accommodation, staffing or salary costs;
- 4.4.6** Activities that vilify or discriminate against a person or persons in respect of race, age, disability, religion or sexual orientation, use live animals as part of a performance, or any other Activity which CN reasonably considers may promote an exclusive, Socially Harmful, Environmentally Harmful Activity or involves illegal conduct.
- 4.5** The following entities or individuals are not considered by CN as suitable for Sponsorship Agreements, including those:
- 4.5.1** Involved in any Socially Harmful Activity and/or manufacture, distribution and wholesaling of an Addictive Drug;
- 4.5.2** Found guilty of illegal or improper conduct by the Independent Commission Against Corruption (ICAC) or any similar authority;
- 4.5.3** Subject of a criminal conviction imposed by a Court of New South Wales or other jurisdiction in Australia, including for any offence under the *Crimes Act 1900 (NSW)*, *Crimes Act 1914 (Cth)* and the *Criminal Code Act 1995 (Cth)*;
- 4.5.4** Involved in political fields or affiliations, eg political parties, trade unions;
- 4.5.5** Other local, state or federal government departments and agencies;
- 4.5.6** Involved in a competitive tender or purchasing process for the same Activity, at, or around the time of negotiating a Grant or other Sponsorship Agreement;
- 4.5.7** Record of unsatisfactory Acquittal of prior Grant or Sponsorship with CN;
- 4.5.8** Record of outstanding debt with CN; and
- 4.5.9** Employees of CN or Councillors are not eligible to directly apply for Sponsorship. If an employee of CN or Councillor is a party to an application submission this must be declared, and the employee or Councillor is unable to take part in the assessment process of the Sponsorship program.

5 Sponsorship Process



- 5.1** Applications:
- 5.1.1** All applications must be made online through CN's online funding management system - <https://newcastle.smartygrants.com.au/>
- 5.1.2** Computers can be booked at all CN library branches and CN officers can assist in entering data to complete the online application process.
- 5.1.3** Application forms differ between program streams and may include additional requirements such as video submissions and/or in-person presentations.
- 5.1.4** Multiple applications from one entity will be considered where proposals relate to separate Activities. A maximum of two successful Sponsorships only will be considered for a single organisation. Applications for a specific Activity will be considered in one program only, and applicants must nominate the program in which they wish to be considered.
- 5.2** Assessment & Sponsorship recommendations:
- 5.2.1** Applications are reviewed by relevant CN Officers to determine if all eligibility requirements have been met. NOTE: applications deemed ineligible will not progress to assessment and will not be able to resubmit if the application period has closed.
- 5.2.2** All eligible applications undergo an initial assessment against Assessment Criteria. This is completed by relevant CN Officers with appropriate knowledge and expertise in the Program being assessed.
- 5.2.3** The Assessment Panel then meet to assess all eligible applications, using the initial assessment outcomes as guidance, to determine which applications will be successful. The Assessment Panel can allocate funding up to the budgeted amount.
- 5.2.4** The Assessment Panel for SPs will, at a minimum, comprise of three representatives made up from the following:
- One (1) CN Executive Manager (or delegate);
 - One (1) CN Executive Director (or delegate);
 - Lord Mayor (or delegate).
- 5.2.5** In addition to the Assessment Panel outlined in 5.2.4, the Assessment Panel for the Tourism and Economic Development Sponsorship Program (TEDSP) will also consist of the Chair of the CN Strategy and Innovation Advisory Committee (or Delegate). Where a decision from the panel is unable to be reached or additional guidance is required, applications will be referred to the three Councillors of the CN Strategy and Innovation Advisory Committee for a decision.
- 5.2.6** Even if an application meets all the eligibility and Assessment Criteria, it may not be supported. Assessors may consider other available information regarding the applicant, its services and Activities including details/outcomes of previous Activities and funding.
- 5.2.7** The outcome of the Panel's assessment will be recorded and retained in CN's records management system.

- 5.3** Notification of outcomes, Sponsorship Agreements and payments:
- 5.3.1** All applicants will be notified of the outcome of their application.
- 5.3.2** Successful applicants will be required to review and sign a Sponsorship Agreement. The Sponsorship Agreement will include conditions and reporting requirements in exchange for funding. Certain special conditions may be placed upon your funding at the Assessment Panels discretion, these may be negotiated in consultation with you.
- 5.3.3** Awarding of Sponsorship from CN via a Sponsorship Agreement in no way implies any ongoing funding commitment or obligation by CN including for payments for works (including maintenance) delivered outside of the financial year in which the Activity was agreed to be completed.
- 5.3.4** Awarding of a Sponsorship Agreement does not imply that CN has given any other consent. Applicants should note that many Activities require approvals and consents from CN, NSW Police and other state government agencies and that they are wholly responsible for obtaining such approvals. The failure to obtain approvals will void the Sponsorship Agreement and may in result in funding being revoked even where works have been completed.
- 5.3.5** Upon submitting the Sponsorship Agreement along with a Tax Invoice and copies of relevant insurances payment will be released into your nominated bank account.
- 5.3.6** In accordance with A New Tax System (Goods and Services Tax) Act 1999 (Cth), if entities do not have an Australian Business Number (ABN), CN may be required to withhold 49% of any funds allocated.
- 5.3.7** All financial information provided to the applicant will be exclusive of GST. Successful entities that are registered for GST will receive the allocated funding amount plus GST as per their Tax Invoice.
- 5.3.8** CN will require all successful recipients to publicly acknowledge CN as a Sponsor of the Activity. This requirement/s will be included in the Sponsorship Agreement and evidence as to how the recipient has met the requirement/s will be requested in the Acquittal Report.
- 5.3.9** Table 1 below details the quote requirements for any goods/services the applicant intends to procure as part of the proposed Activity. This can include a catalogue item or quote from a provider. In addition to the quote requirements, an applicant may be asked to provide rationale about why a quote was chosen if it is not clear as to how it represents the best value for money eg. Not the cheapest option but significant relevant experience, previous knowledge or local supplier etc.
- 5.3.10** CN reserves the right to determine the value for money of quotes provided during the assessment process.

Table 1: Quote requirements

Value of Goods/Services	Quote Requirement
Under \$3,000 (inc. GST) for capital purchases including equipment and infrastructure works	No written quote required
Between \$3,000 and \$150,000 (inc GST) for capital purchases including equipment and infrastructure	Two written quotes required
Consultancy/Contractor fees under \$30,000 (includes works requiring licensed tradespersons)	One written quote required
Consultancy/Contractor fees between \$30,000 and \$150,000	Two written quotes required
Consultancy/Contractor fees between \$150,000 and \$250,000	Three written quotes required
Services provided by applicant	Hourly rate to be provided and must not exceed capped resource rates

** Note – For items where quotes are not specifically requested, a well-researched and realistic budget, clearly indicating what CN funds would be spent on and the sources and application of matching contributions is required.*

- 5.4** Delivery of Sponsored Activity
- 5.4.1** Delivery of the agreed Activity must occur within the timeframe listed in the Sponsorship Agreement.
- 5.4.2** If a successful recipient requires a variation to either the Activity or the delivery time, a variation request must be submitted. See section 9 for further details.
- 5.4.3** All CN Sponsorships are provided as cash or a credit against CN Fees and Charges. If an application includes CN venue hire or licencing fees, it is the applicant's responsibility to budget accordingly for all items using CN Fee Schedule or via correspondence with the relevant CN Officer. If successful, Sponsorship funding can be used for CN venue hire, however, this will be charged at the market rate as per the published CN Fees and Charges. These are publicly available on CN website, please contact us at mail@ncc.nsw.gov.au or phone 02 4974 2000 for details on fees and charges.
- 5.5** Acquittal Report:
- 5.5.1** Successful applicants must provide a final Acquittal report to CN within 45 days of Activity completion as defined as the Project End Date in the signed Funding Agreement or approved via an Activity Variation.
- 5.5.2** The information required will be specified in the Sponsorship Agreement and may include:
- Final accounts (audited, if appropriate).
 - Evidence of how CN was acknowledged during the Activity.
 - An assessment of the outcomes realised against the outcomes anticipated or estimated in the application form.
 - Formal advice of funds not spent (funds not expended for the purpose outlined in the application must be returned to CN).

6 Privacy

- 6.1** CN pledges to respect and uphold applicant rights to privacy protection under the Australian Privacy Principles (APPs) as established under the *Privacy Act 1988* (Cth) and amended by the *Privacy Amendment (Enhancing Privacy Protection) Act 2012* (Cth). Refer to CN's [Privacy Management Plan](#) for further information.

Part C

Sponsorship Programs

Table 2: Sponsorship Programs Overview

Program	Overview	Streams	Amount per Application	Eligible Entities
Events	<p>Event Sponsorships are a mechanism to:</p> <p>Promote active and vibrant public spaces.</p> <p>Attract local and out of region visitation.</p> <p>Support Newcastle's visitor economy, foster collaboration and encourage economic dispersal.</p> <p>Enhance Newcastle's reputation and profile as a vibrant events city</p> <p>Assist events that are aligned to Newcastle's experience pillars and Destination Management Plan 2021-2025.</p>	General Events	Up to \$10,000	<ul style="list-style-type: none"> • A legally constituted not-for-profit organisation. • A business.
		Incubator Events	Up to \$20,000	
		Major Events	Up to \$20,000	
		Business Events (Conferences)	Up to \$20,000	
Tourism and Economic Development	<p>Tourism and Economic Development Sponsorship are for activities that provide economic benefit through one or more of the following areas:</p> <ul style="list-style-type: none"> - Enabling Skills - Enabling Innovation - City-Shaping Initiatives - Enabling a Vibrant City 	Tourism	\$2,000 - \$20,000	<ul style="list-style-type: none"> • A legally constituted not-for-profit organisation. • A business.
		Business		

6.2 Timelines

6.2.1 Sponsorships are delivered as annual programs. Opening and closing dates of the contestable rounds will be advertised on the CN website.

6.2.2 Applicants may request a multi-year agreement of up to two years as determined by CN, based off demonstration of delivery, alignment with CN strategic outcomes, and delivery of economic outputs.

6.3 Successful Sponsorship recipients are required to:

6.3.1 Complete their Activity within the same financial year as the funding is provided (unless otherwise stated in Sponsorship Agreement).

6.3.2 Meet all obligations of the Sponsorship Agreement.

6.3.3 Provide final Acquittal report within 45 days of completion of Activity.

6.4 Failure to acquit the funding will affect final payments under the agreements and any future requests for funding.

7 Events

7.1 Overview

7.1.1 The Event Sponsorship Program (ESP) is an annual program providing a mechanism to assist events that promote active and vibrant spaces; attract local and out of region visitation; and enhance Newcastle's profile and reputation as an events city.

7.1.2 Assist events that are aligned to Newcastle's experience pillars and contribute to the unique character of the destination.

7.2 Details

7.2.1 Four different streams are publicly available within the ESP as detailed in Table 3.1, 3.2, 3.3 and 3.4 below.

Table 3.1: Event Sponsorship Streams

General			
Objective	Support for smaller events that contribute to a varied and diverse events calendar for the city, including alignment with strategic outcomes, generation of economic activity, and utilisation of city assets.		
Eligible Entities	<ul style="list-style-type: none"> • A legally constituted not-for profit organisation. • A business 		
Additional Eligibility Requirements	<ul style="list-style-type: none"> • The event must be accessible for the general public to attend. • Free/Token entry 		
Ineligible Applications	Regular (weekly/monthly) community events such as markets and bazaars, local sports meets, club gatherings, classes, workshops etc.	Community public holiday celebrations such as ANZAC Day, King's Birthday and New Year's Eve celebrations if the holiday is the primary focus. Events will be considered if the holiday is not the focus (eg a food or music festival).	Promotional events (i.e. where marketing a specific product/company is the principle objective).
Amount per Application	Up to \$10,000 (ex GST)		
Base Assessment Criteria	<p>A. Alignment to CN Priorities: the degree to which the event addresses CN's priorities from the Community Strategic Plan (CSP) and Destination Management Plan (DMP), and Events Plan (EP). 20%</p> <p>B. Event visitation and promotion: the extent to which the event does/will attract visitation from outside of Newcastle LGA, the ability of the event to meet minimum attendance/delegate threshold levels and the extent to which the event promotes Newcastle as an event and destination city through coverage and promotion at regional, state and national levels. 10%</p> <p>C. Collaboration and partnerships: the extent to which the proposed event demonstrates constructive and cooperative relationships between the applicant, CN, potential partners and other community stakeholders. 20%</p> <p>D. Delivery and operational capability: ability to demonstrate the delivery of project outcomes can occur on time and within budget. 20%</p> <p>E. Marketing and Communication Plan: Are there clear goals and strategies included, are the targeted audiences appropriate for the type of event? Will the marketing activities reach the target audiences and achieve the objectives. 10%</p> <p>F. Event Concept: Has the applicant provided a detailed description of the event? Does the event benefit local communities and have appeal for visitation? 20%</p>		
Applicant Contribution	Minimum 50% contribution from applicant. Funding provided on a dollar for dollar cash basis.		

Table 3.2: Event Sponsorship Streams

Incubator			
Objective	Supports emerging and established events (new and up to 3 years old) to increase event profile and encourage visitation and/ or participation.		
Eligible Entities	<ul style="list-style-type: none"> • A legally constituted not-for profit organisation. • A business 		
Additional Eligibility Requirements	<ul style="list-style-type: none"> • The event must be accessible for the general public to attend. • Free/Token entry 		
Ineligible Applications	Regular (weekly/monthly) community events such as markets and bazaars, local sports meets, club gatherings, classes, workshops etc.	Community public holiday celebrations such as ANZAC Day, King's Birthday and New Year's Eve celebrations if the holiday is the primary focus. Events will be considered if the holiday is not the focus (eg a food or music festival).	Promotional events (i.e. where marketing a specific product/company is the principle objective).
Amount per Application	Up to \$20,000 (ex GST)		
Base Assessment Criteria	<p>A. Alignment to CN Priorities: the degree to which the event addresses CN's priorities from the Community Strategic Plan (CSP) and Destination Management Plan (DMP), and Events Plan (EP). 20%</p> <p>B. Event visitation and promotion: the extent to which the event does/will attract visitation from outside of Newcastle LGA, the ability of the event to meet minimum attendance/delegate threshold levels and the extent to which the event promotes Newcastle as an event and destination city through coverage and promotion at regional, state and national levels. 20%</p> <p>C. Collaboration and partnerships: the extent to which the proposed event demonstrates constructive and cooperative relationships between the applicant, CN, potential partners and other community stakeholders. 10%</p> <p>D. Delivery and operational capability: ability to demonstrate the delivery of project outcomes can occur on time and within budget. 20%</p> <p>E. Marketing and Communication Plan: Are there clear goals and strategies included, are the targeted audiences appropriate for the type of event? Will the marketing activities reach the target audiences and achieve the objectives. 10%</p> <p>F. Event Concept: Has the applicant provided a detailed description of the event? Does the event benefit local communities and have appeal for visitation? 20%</p>		
Applicant Contribution	Minimum 50% contribution from applicant. Funding provided on a dollar for dollar cash basis.		

Table 3.3: Event Sponsorship Streams

Major			
Objective	Supports established events with a successful record of delivery, visitation, overnight stay and collaboration with local businesses to create economic dispersal.		
Eligible Entities	<ul style="list-style-type: none"> • A legally constituted not-for profit organisation. • A business 		
Additional Eligibility Requirements	<ul style="list-style-type: none"> • The event must be accessible for the general public to attend. • Free/Token entry 		
Ineligible Applications	Regular (weekly/monthly) community events such as markets and bazaars, local sports meets, club gatherings, classes, workshops etc.	Community public holiday celebrations such as ANZAC Day, King's Birthday and New Year's Eve celebrations if the holiday is the primary focus. Events will be considered if the holiday is not the focus (eg a food or music festival).	Promotional events (i.e. where marketing a specific product/company is the principle objective).
Amount per Application	Up to \$20,000 (ex GST)		
Base Assessment Criteria	<p>A. Alignment to CN Priorities: the degree to which the event addresses CN's priorities from the Community Strategic Plan (CSP) and Destination Management Plan (DMP), and Events Plan (EP). 20%</p> <p>B. Event visitation and promotion: the extent to which the event does/will attract visitation from outside of Newcastle LGA, the ability of the event to meet minimum attendance/delegate threshold levels and the extent to which the event promotes Newcastle as an event and destination city through coverage and promotion at regional, state and national levels. 20%</p> <p>C. Collaboration and partnerships: the extent to which the proposed event demonstrates constructive and cooperative relationships between the applicant, CN, potential partners and other community stakeholders. 10%</p> <p>D. Delivery and operational capability: ability to demonstrate the delivery of project outcomes can occur on time and within budget. 15%</p> <p>E. Marketing and Communication Plan: Are there clear goals and strategies included, are the targeted audiences appropriate for the type of event? Will the marketing activities reach the target audiences and achieve the objectives. 15%</p> <p>F. Event Concept: Has the applicant provided a detailed description of the event? Does the event benefit local communities and have appeal for visitation? 20%</p>		
Applicant Contribution	Minimum 50% contribution from applicant. Funding provided on a dollar for dollar cash basis.		

Table 3.4: Event Sponsorship Streams

Business	
Objective	Supports high yield multi-day conferences with minimum 2 x nights overnight stay for 150+ delegates. Events must demonstrate use of multiple venues/facilities for conference program.
Eligible Entities	<ul style="list-style-type: none"> • A legally constituted not-for profit organisation. • A business
Amount per Application	Up to \$20,000 (ex GST)
Base Assessment Criteria	<p>A. Alignment to CN Priorities: the degree to which the event addresses CN's priorities from the Community Strategic Plan (CSP) and Destination Management Plan (DMP), and Events Plan (EP). 20%</p> <p>B. Event visitation and promotion: the extent to which the event does/will attract visitation from outside of Newcastle LGA, the ability of the event to meet minimum attendance/delegate threshold levels and the extent to which the event promotes Newcastle as an event and destination city through coverage and promotion at regional, state and national levels. 60%</p> <p>C. Collaboration and partnerships: the extent to which the proposed event demonstrates constructive and cooperative relationships between the applicant, CN, potential partners and other community stakeholders. 20%</p>
Applicant Contribution	Minimum 50% contribution from applicant. Funding provided on a dollar for dollar cash basis.

8. Tourism and Economic Development

8.1 Overview

8.1.1 The Tourism and Economic Development Sponsorship Program (TEDSP) is an annual program that provides Sponsorship for suitable Activities that provide economic benefit through one or more of the following areas:

- a) Enabling Skills
- b) Enabling Innovation
- c) City-Shaping Initiatives
- d) Enabling a Vibrant City

8.2 Details

8.2.1 Two different streams are available within the TEDSP.

Table 4: Tourism and Economic Development Sponsorship Streams

Stream	Tourism / Visitor Economy	Business
Objective	Supports Activities that promote Newcastle as a premier Australian visitor destination, showcasing a rich art, cultural and culinary scene, a vibrant night-time economy, and accessible nature-based and coastal experiences.	Aims to foster local economic development by supporting Activities that enable local skill acquisition, attract highly skilled people to the city, support local business growth and employment and/or encourage innovation and investment.
Eligible Entities	<ul style="list-style-type: none"> • A legally constituted not-for-profit organisation. • A business 	
Ineligible Applications	The purchase of capital equipment, furniture/fittings, travel, salaries or expenses.	The purchase of capital equipment, furniture/fittings, travel, salaries or expenses.
Amount per Application	\$2,000 - \$20,000 (ex GST)	
Base Assessment Criteria	<p>A. Strategic Alignment: the degree to which the Activity addresses CN's priorities and objectives from CN's Community Strategic Plan (CSP) and Economic Development Strategy. 30%</p> <p>B. Collaboration and partnerships: the extent to which the proposed Activity demonstrates constructive and cooperative relationships between the applicant, CN, potential partners and other community stakeholders. 15%</p> <p>C. Innovation: the extent to which the proposed Activity incorporates new methods, ideas or products to support long term benefits for industry, population groups and/or the City. 15%</p> <p>D. Delivery and operational capability: ability to demonstrate the delivery of Activity outcomes can occur on time and within budget. 10%</p> <p>E. Value with public money: the ability to demonstrate value for money through careful consideration of costs, benefits, options and risk. Funding co-contributions from applicant and partner organisations are encouraged. 10%</p>	
Additional Assessment Criteria	<p>Promotion of Newcastle as Visitor Destination: the extent to which the Activity will:</p> <ul style="list-style-type: none"> • attract visitation outside of Newcastle LGA, and • promote Newcastle as a destination city through coverage and promotion at regional, state and national levels. (20%) 	<p>Economic Impact: the extent to which the Activity contributes to local skill acquisition, the attraction of people to the city or an initiative that promotes new innovation/investment. (20%)</p>
Applicant Contribution	Minimum 50% contribution from applicant. Funding provided on a dollar for dollar cash basis. Value In-Kind will only be accepted from not-for-profit organisations.	
Examples	Multi-day interstate conference.	Workshops, forum, symposium.

9 Variation Requests

- 9.1** A Sponsorship variation is a change to a Sponsorship. Variation requests are categorised as:
- 9.1.1** Funding Period Variations: changes to the Funding Period due to a delayed start date, a delay during the Sponsorship and a change to the end date.
 - 9.1.2** Activity Variations: Change to the scope of Activity including changes to budget allocations, named resources, redirection of funds and / or changes in outputs.
- 9.2** There are specific circumstances where it is appropriate for a CN Sponsorship to be varied. CN Sponsorships are awarded following rigorous assessment of an application. Accordingly, any proposed variations need to be reviewed and approved by the relevant CN Executive Manager.
- 9.3** CN will consider each request to vary a Sponsorship relative to the following:
- 9.3.1** the individual circumstances outlined in the variation request.
 - 9.3.2** the Guidelines under which the Sponsorship was applied for.
 - 9.3.3** the best outcomes for the Sponsorship against its aims and objectives.
 - 9.3.4** whether the Sponsorship will continue to align with the purpose of the Sponsorship opportunity.
 - 9.3.5** whether the Sponsorship will continue to achieve value with relevant public money.
 - 9.3.6** any other matters of which CN is aware relevant to the Sponsorship or the recipient.
- 9.4** Variation requests that contradict the eligibility criteria of the SP will not be accepted. For example, if an eligibility criterion was the exclusion of capital expenditure, the variation will be rejected if it involves capital purchases.
- 9.5** A variation request must be submitted to CN via CN's Grant management system at least six weeks before the proposed date of effect to allow adequate time for review.
- 9.6** To receive access to the variation request form, please contact us on (02) 4974 2000 or email grants@ncc.nsw.gov.au



Annexure A - Definitions

Addictive Drug means any substance listed in the Therapeutic Goods Administration Poisons Standard or listed as a prohibited drug at Schedule 1 of the Drug Misuse and *Trafficking Act 1985 (NSW)*.

Acquittal is a report submitted as per a Funding Agreement at the conclusion of a project detailing how the recipient administered the Grant funds and met the Activity outcomes in the Funding Agreement.

Activity is defined as one-off or time-limited task/undertaking or series of linked tasks/undertakings with specific goals and conditions, defined responsibilities, a budget, planning, information about the parties involved and a specific start date and end date. This can also be referred to as a **Project**.

Assessment Criteria means the method used to evaluate an application.

Assessment Panel means the panel assessing applications and determining Grant Funding.

Auspice is an incorporated organisation that receives, administers, and acquits Grants on behalf of an applicant.

Business is an entity engaged in commercial, professional, charitable or industrial Activities. A Business can refer to:

- **Company** is defined by the Corporations Act 2001 (Cth) and registered with Australian Securities and Investment Commission (ASIC). Companies must be registered in Australia to be eligible to apply.
- **Company Limited by Guarantee** is a Company with liability limited to the guarantees put in place by its members. This is a common structure used by the not-for-profit sector. Cooperative.
- **Cooperative** is an organisation owned, controlled by and used for the purpose of benefiting its members.
- **Incorporated Association** is an association that has been incorporated in accordance with the requirements of the Associations Incorporation Act 2009 (NSW).
- **Indigenous Corporation** is established under the Corporations (Aboriginal and Torres Strait Islander) Act 2006 (Cth).
- **Proprietary Limited Company** is a proprietary limited company (abbreviated as 'Pty Ltd') is a Business structure that has at least one shareholder and no more than 50 non-employee shareholders, where the liability of shareholders is limited to the value of shares.

City of Newcastle (CN) means Newcastle City Council.

CN employees means persons employed by the City of Newcastle who is duty-bound to follow the policies and procedures of CN.

Community Events are staged largely for social, fun and entertainment value for the local community. They are targeted primarily at a local audience but may attract from outside the region thereby providing some economic, social and cultural benefits. They may have some wider regional benefits but to a lesser extent than major events.

Community Strategic Plan (CSP) represents the highest level of strategic planning undertaken by CN. It identifies the main priorities and aspirations of our community and provides a clear set of strategic directions to achieve the community's vision.

A non-distributing cooperative is one that uses surplus funds to support its activities and cannot distribute to members (not-for-profit).

A distributing cooperative may distribute any surplus funds to its members.

Council means the elected Council.

Funding Agreement means the agreement entered into by CN and the successful applicant for the cash support. It will articulate support provided by CN as a financial contribution for the development and delivery of a quality Activity. The Agreement will also detail Acquittal and acknowledgement conditions for the funding.

Grant is the financial support provided to applicants for an Activity. A Grant seeks a nominal return on investment from the benefits provided the community. Benefits may include improvement in the quality of life for the community from Activities meeting identified needs.

Guidelines means the specific CGPs conditions and criteria for each separate Grant opportunity to be read in conjunction with the Community Grants Policy.

Not-for-profit organisation is an organisation that does not directly operate for the profit or gain of its owners, members or shareholders, either directly or indirectly. The organisation must be registered with the Australian Securities & Investment Commission (ASIC) or The Australian Charities and Not for Profit Commission (ACNC).

Partnership is a contractual relationship between persons carrying on business with a view to profit. Partnerships can be 'normal' (unregistered), limited or incorporated and limited (both registered on the Register of Limited Partnerships and Incorporated Limited Partnerships, administered by NSW Fair Trading).

Project see Activity.

Registered Charity with the Australian Charities and Not-for-profits Commission.

Socially Harmful Activity includes any activity involving the abuse of human rights or labour rights, bribery, corruption, production or supply of armaments, manufacture, distribution and wholesaling of alcohol, tobacco or nicotine related products, gambling products or services, pornography, the trade of fur or other illegal wildlife trade, abuse of animal welfare, live animal entertainment and any other activity which CN reasonably considers may pose a socially harmful activity.

Special Business Rate are funds collected from city precinct businesses for the promotion, beautification and development of the precincts, and awarded through a competitive application process.

Sponsorship Agreement means the agreement entered into by CN and the successful applicant for the cash support. It will articulate support provided by CN as a financial contribution for the development and delivery of a quality Activity. The Agreement will also detail acquittal and acknowledgement conditions for the Sponsorship.

Sponsorships are commercial agreements in exchange for a benefit(s). Sponsorship is not philanthropic with the sponsor expecting a benefit (return on investment) as agreed in a sponsorship agreement.

Value-in-kind refers to goods or services provided by other supporters of the Activity that has a real value for the Activity.

Unless stated otherwise, a reference to a section of clause is a reference to a section or clause of this Guideline.

Annexure B - Policy Authorisations

Function	Position Number / Title
Determine and approve weightings for Assessment Criteria	Executive Manager (or delegate)
Acquittals in line with Funding Agreement	Executive Manager (or delegate)
Approve Activity variations	Executive Manager (or delegate)
Execute Funding Agreements to approved Grants consistent with the Assessment Panel's recommendation and in accordance with this Policy	Executive Manager (or delegate)
Review and approval of Grant Guidelines (annually)	Executive Director (or delegate)
Approve grants on behalf of the elected Council (<i>under s377 of the Local Government Act 1993 (NSW)</i>).	Executive Director (or delegate)
Assess and approve ad-hoc applications	Executive Director (or delegate)
Assess applications and determine funding allocation	Assessment Panel
Approve Funding Value variations	Assessment Panel

Document Control

Guideline title	Sponsorship Guidelines
Guideline owner	Executive Manager Media Engagement Economy and Corporate Affairs
Guideline expert/writer	Grants and Sponsorship Officer
Prepared by	Media Engagement Economy and Corporate Affairs
Approved by	Executive Director
Date approved	22 March 2023
Commencement Date	1 April 2023
Next revision date	1 April 2024
Termination date	1 year post revision date
Version	Version #3
Category	Administration
Keywords	Sponsorship, Event, Tourism
Details of previous versions	Version 1 – ECM# 7749463 Version 2 – ECM# 7749506
Relevant strategic direction	Vibrant and Creative City Celebrating culture
Relevant legislation/codes (reference specific sections)	This policy supports CN's compliance with the following legislation: <ul style="list-style-type: none"> • <i>Local Government Act 1993 (NSW)</i>
Related policies/documents/ strategies	Sponsorship Policy Cultural Strategy
Relevant strategy	Sponsorship Policy United Nations Sustainable Development Goals
Authorisations	Functions authorised under this policy at Annexure B

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