

Newcastle City Council

Policy

Event Sponsorship Policy

February 2018

Event Sponsorship Policy



Policy title	Event Sponsorship
Policy owner	Manager Strategic Planning Services
Policy expert/writer	Strategic Planning Services
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Relevant strategic direction	Vibrant and activated public places Caring and Inclusive community Smart and Innovative City Open and Collaborative Leadership
Relevant legislation/codes	<i>Local Government Act 1993 (NSW) s.610E</i>
Related policies/documents	Standard Letter of Agreement for Event Sponsorship and any applicable guidelines.
Related forms	Event Sponsorship Application Form
Required on website	Yes
Authorisations	Functions authorised under this policy including Council Officers authorised to perform the function.

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Part A Preliminary

1 Purpose

- 1.1 The purpose of this policy is to provide a framework for Council to sponsor suitable events through an established program known as the Event Sponsorship Program.
- 1.2 Suitable events to be sponsored under the Events Sponsorship Program include those that:
 - 1.2.1 Demonstrate a welcoming community that looks after each other;
 - 1.2.2 Contribute to active and healthy communities with physical, mental and spiritual wellbeing;
 - 1.2.3 Contribute to a creative, culturally rich and vibrant community;
 - 1.2.4 Demonstrate public places that provide for diverse activity and strengthen our social connections;
 - 1.2.5 Celebrate culture, heritage and place;
 - 1.2.6 Contribute to safe and activated places that are used by people day and night;
 - 1.2.7 Provide positive promotional exposure for Newcastle;
 - 1.2.8 Provide economic benefit through increased tourist visitation and spending; and
 - 1.2.9 Enhance the City's image and profile as a visitor destination and event city.

2 Definitions

- 2.1 **Agreement** means the agreement entered into by Council and an applicant whose application for Event Sponsorship has been successful.
- 2.2 **Business event** in this context is a private or public activity consisting of a minimum of 250 persons with a common interest or vocation, held in a specific venue or venues, and hosted by an organisation(s). This may include (but not limited to): conferences, conventions, symposia, congresses, with a minimum two night stay in Newcastle.
- 2.3 **Commercial event** is a ticketed event, and in this context will attract more than 10,000 people and have state-wide promotion and audience attraction.
- 2.4 **Community event** suburb or interest based group event, with free or minimal entry charges and attendance around 5,000 people.
- 2.5 **Council** means Newcastle City Council.
- 2.6 **Destination event** will attract national promotion and audience exceeding 15,000 people, drive overnight visitation and promote Newcastle as a destination and event city.
- 2.7 **Event** is an organised and themed activity designed to attract a public audience.
- 2.8 **Event Sponsorship** means a business transaction in which Council provides a financial contribution or Value in-Kind, to support an Event, in return for negotiated commercial benefits to the City.

- 2.9 **Event Sponsorship Panel** means the panel comprising:
- 2.9.1 Lord Mayor (or nominee)
 - 2.9.2 Director Planning and Regulatory (or nominee)
 - 2.9.3 Business Unit Manager (or nominee)
 - 2.9.4 Two Council Officers who have relevant experience selected by the Business Unit Manager.
- 2.10 **Executive Management Team** means Council's Executive Management Team comprising Chief Executive Officer and directors.
- 2.11 **Financial Assistance** means payments given to individuals or organisations that are not commensurate with a reciprocal benefit received by Council.
- 2.12 **Guidelines** means any guidelines published in connection with Council's Event Sponsorship program in any year.
- 2.13 **Major community event** will attract people from the LGA and region, must include a free entry component and will attract up to 20,000 people.
- 2.14 **Mega event** is an event attracting national and international promotion and audience exceeding 20,000 people, drive overnight visitation and promote Newcastle as a destination and event city.
- 2.15 **Relevant Council Officer** means the Council employee responsible for administering the Event Sponsorship Program.
- 2.16 **Value in Kind** means goods or services supplied by Council in connection with an Event sponsorship, including the waiver or discounting of fees and charges for Council facilities or services. For the avoidance of doubt, the waiver or reduction of fees and charges in accordance with this policy are fees or charges that Council determined payment should be so waived or reduced in accordance with s.610E of the *Local Government Act 1993*.

3 Scope

- 3.1 The policy applies to all applications for Event Sponsorship.

4 Principles

- 4.1 Council commits itself to the following principles:
- 4.1.1 **Accountability and transparency** – The policy provides a framework for the transparent and merit-based provision of support and a system of accountability for the recipient.
 - 4.1.2 **Alignment with Council strategies** – The policy aligns with Council priorities outlined in the Newcastle 2030 Strategic Plan and Council's Event Plan (2016) and Destination Management Plan (2016).
 - 4.1.3 **Value for Money** – The policy ensures Council considers the value for money received in return for Council's investment.

Part B Scope of Program

5 Amount of sponsorship available

- 5.1 The total amount available under the Event Sponsorship Program will be determined annually by the Elected Council in connection with the Operational Plan and Delivery Program.
- 5.2 The maximum amount of Event Sponsorship available in a competitive round under the Event Sponsorship Program will be set by the Director Planning and Regulatory. Support may comprise cash and/or Value-in-Kind.
- 5.3 Council may decide to offer to an applicant Event Sponsorship in an amount less, or in a combination different to, what is applied for.
- 5.4 A monetary figure will be allocated to all Value in Kind awarded under the Event Sponsorship Program, in accordance with its true cost to Council. This amount will be included in the total amount of Event Sponsorship allocated to any successful applicant.
- 5.5 If awarded Sponsorship under the Event Sponsorship Program, applicants are prohibited from seeking additional support from other business units, services or committee of Council for the same Event.
- 5.6 Any amendments to the total budget allocated the Event Sponsorship Program must be approved by the elected Council.
- 5.7 Only single year commitments may be approved under this policy. Multi-year commitments require elected Council approval.
- 5.8 Multi-year applications will be at the invitation of Council and will apply to Major Community, Destination and Mega Events only. Council will encourage events to be financially self-sustaining after the period of the Council sponsorship.

6 Program structure

- 6.1 Council recognises the following event categories:

Event Category	Attendance and/or Spectators (indicative)	Promotion plus Audience/spectator	Outcomes
Community event	Around 5,000 people Free/token entry	Newcastle/interest group	Community building, wellbeing, lifestyle
Major Community Event	>5,000 people Free/token entry	Regional to state-wide	Community building, wellbeing, lifestyle

Commercial Event	>10,000	Regional to state-wide	Community building, wellbeing, lifestyle Promote Newcastle as an event and destination city Unique element to calendar of events.
Business Events	250 delegates Three day/ two night minimum	Regional, state, national; 80% delegates requiring overnight accommodation	Promote Newcastle as an event and destination city Formal sponsorship prospectus where benefits to the host organisation are clearly articulated and measurable
Destination Event	>15,000 people Must have free entry component	Regional, state, national	Promote Newcastle as an event and destination city Unique element to calendar of events
Mega Event	>20,000 people	National and international	Promote Newcastle as an event and destination city Unique element to calendar of events

- 6.2 For Community to Destination Events Council may hold up to two competitive rounds for Event Sponsorship each financial year. The number of rounds will be determined by the Director Planning and Regulatory according to the amount of funds and resources available to support the program.
- 6.3 Council will advertise the details of each round of the Events Sponsorship Program on Council's website and in the Newcastle Herald.
- 6.4 Council may decide to host a public information session in connection with a competitive round to provide information to prospective applicants about the program.
- 6.5 The Director Planning and Regulatory may determine to allocate a portion of the total funding available each financial year (along with any unexpended or returned funds) for ad hoc applications outside the competitive round(s) described in clause 6.2. If such funding is allocated it will be advised on Council's website annually.

- 6.6 Otherwise, applications for ad hoc funding:
 - 6.6.1 can be made at any time.
 - 6.6.2 must be made on the standard application form.
 - 6.6.3 will be reviewed by the Relevant Council Officer (in accordance with clause 9.1 and 9.2) and assessed (against the criteria outlined in sections 7 and 8) and approved by the Director Planning and Regulatory.
- 6.7 Successful applications in this category will be recorded with successful applicants from competitive rounds on Council's website.
- 6.8 For Mega Events applications will be accepted throughout the year and will be determined by Council's Executive Management Team in accordance with this policy.
- 6.9 Applications for mega events will be approved up to two years in advance unless endorsed by Council.

Part C Eligibility and assessment

7 Eligibility Criteria

Council will not support applications that do not meet all of the following criteria:

- 7.1 Applicant must be a registered organisation with an ABN (or ACN) or a Not-for-Profit organisation. Council will not fund individuals or government agencies.
- 7.2 Applicants acting for financial gain must provide complete information about company structure, management and shareholders
- 7.3 Applicants must lodge a completed application using Council's standard Event Sponsorship Program Application Form in accordance with any published Guidelines.
- 7.4 Applications must be received on or before the advertised due date (with the exception of ad hoc applications).
- 7.5 Applicants must provide evidence that they have appropriate insurances in place.
- 7.6 Event must be scheduled to occur within the same financial year as the support is (likely to be) received (unless otherwise agreed).
- 7.7 Applicants may not have received any other sponsorship support from Council within the same financial year, regardless of whether it was for a different event.
- 7.8 Applicants must have complied with, to Council's satisfaction, the conditions of any previous grant, support or Event Sponsorship received from Council.
- 7.9 The Event must take place in the Newcastle Local Government Area.
- 7.10 The Event must be consistent with the community values defined in the 2030 Community Strategic Plan.
- 7.11 The applicant must be capable of obtaining all regulatory approvals for the Event.
- 7.12 Applications for Event Sponsorship to fund the purchase of capital equipment will be rejected.
- 7.13 If a public information session is scheduled in connection with a round of Event Sponsorship funding, a representative of the applicant must attend, or otherwise meet with the relevant Council Officer in advance of the application deadline. This criterion does not apply to ad hoc applications.

8 Assessment Criteria

8.1 Applications that satisfy the Eligibility Criteria set out in clause 7 will then be assessed against the following Assessment Criteria.

Event Category	Criteria
Community event	<ul style="list-style-type: none"> • Low impact, around 5,000 people drawn from Newcastle, OR a specific interest group • Consistency with Newcastle 2030 Community Strategy Plan objectives • Enhancement of Community wellbeing, creativity or healthy lifestyle through number and range of participants, skill and knowledge development • Recognition of Newcastle's identity and community through celebration of our history, stories and culture assessed by type of activity, linking groups in the community and complementary activities • Free or token entry
Major Community Event	<ul style="list-style-type: none"> • Medium to high impact event, exceeding 5,000 people, drawn from LGA and region • Consistency with Newcastle 2030 Community Strategy Plan objectives • Enhancement of Community wellbeing, creativity or healthy lifestyle through number and range of participants, skill and knowledge development • Recognition of Newcastle's identity and community through celebration of our history, stories and culture assessed by type of activity, linking groups in the community and complementary activities • Free or token entry • Unique element to calendar of events
Commercial Event	<ul style="list-style-type: none"> • Medium to high impact event, exceeding 5,000 people, drawn from LGA, region and state • Economic impact to exceed \$1m through overnight visitation and spending and local suppliers • Promote Newcastle as an event and destination city through coverage and promotion at regional and state level • For repeat event funding applicants, new programming and/or increased benefits to the community or economy will need to be demonstrated

Business Event	<ul style="list-style-type: none"> • Applicable to events of three day/ two night minimum • Minimum 250 delegates with majority of delegates (minimum 80%) requiring overnight accommodation • Demonstrated use of local suppliers • Promote Newcastle as an event and visitor destination through exposure and promotion at a regional, state, national and international level (as applicable) • Formal sponsorship prospectus
Destination Event	<ul style="list-style-type: none"> • Medium to high impact event, exceeding 10,000 people, drawn from LGA, region and state • Economic impact to exceed \$1m through overnight visitation and spending and local suppliers • Promote Newcastle as an event and destination city through coverage and promotion at regional, state and national level • For repeat event funding applicants, new programming and/or increased benefits to the or economy will need to be demonstrated • Marketing plan required as part of application • Unique element to calendar of events
Mega Event	<ul style="list-style-type: none"> • High impact event, exceeding 20,000 people, drawn from LGA, state and international • Often one off event • Brings international competition or exhibition to Newcastle • Economic impact to exceed \$2m through overnight visitation and spending and local suppliers • Promote Newcastle as an event and destination city through coverage and promotion at state and international level • Marketing plan required as part of application • Unique element to calendar of events

Note: applicants may not meet all criteria and the criteria serve as a guide to NCC expectations.

All Applications

- 8.2 Applicant's experience and track record (Note: council may assess all information available to Council about the applicant when making this assessment including data from previous events).
- 8.3 Adequacy of budget proposal.
- 8.4 The Event must be open to the general public to attend.

9 Assessment of applications

- 9.1 The Relevant Council Officer will conduct a preliminary assessment against the Eligibility and Assessment Criteria set out in sections 7 and 8.
- 9.2 It is open to the Relevant Council Officer to amend estimates and projections included in the application prior to assessment, based on information available to Council or Council's past experience. Any changes should be notified to the applicant with the reasoning documented.
- 9.3 If the applicant does not agree with amendments suggested by the Relevant Council Officer, the application will still be presented to the Event Sponsorship Panel for assessment with information from the Relevant Council Officer as to why amendments are recommended.
- 9.4 The weighting allocated to each assessment criterion will be determined annually and approved by the Manager - Strategic Planning Services, prior to applications being called. These weightings must be made available to applicants upon request.
- 9.5 Following a preliminary assessment, the Relevant Council Officer will present all applications to the Event Sponsorship Panel with a recommendation on eligibility.
- 9.6 The Event Sponsorship Panel will be convened to assess applications. The Event Sponsorship Panel's assessment must be recorded on an evaluation form and retained in Council's records management system. The evaluation form will be signed by all members of the Event Sponsorship Panel.
- 9.7 Any deviation from the approach set out in clauses 9.1 - 9.6 must be approved by the Chief Executive Officer with the reasoning documented.
- 9.8 Each Councillor and Council Officer involved in the assessment and approval of applications under this section must comply with Council's Code of Conduct, in particular, the provisions covering Conflicts of Interest.
- 9.9 This section does not apply to ad hoc applications. Ad hoc applications must be assessed and approved in accordance with clause 6.5.

Part D Agreements, payments and acquittals

10 Agreement

- 10.1 Successful applicants and Council must sign an Agreement, containing Council's terms and conditions of Event Sponsorship, prior to any monies being released.
- 10.2 Council may terminate the Agreement at any time but will pay for commitments made, subject to milestones being met, to the date of termination.
- 10.3 The Agreement will provide that Council is able to withhold the final payment under the Agreement pending receipt of a satisfactory acquittal report.
- 10.4 The Agreement may include a statement relating to how Council will conduct any regulatory activities with the applicant.
- 10.5 The Agreement will require the applicant to comply with Council's Statement of Business Ethics.

11 Payments

- 11.1 For sponsorships exceeding \$20,000 Council may split the payment with the final instalment paid on receipt of an acceptable acquittal report.
- 11.2 Payments will be made to applicants in accordance with the milestones agreed with the applicant and documented in the Agreement.
- 11.3 All payments under the Agreement must be invoiced to Council in accordance with achievement of the milestones documented in the Agreement.
- 11.4 All invoices must be received before the end of the financial year in which the Event Sponsorship was awarded and the Event held.
- 11.5 Council will not be liable for any amounts over and above the Event Sponsorship amount as set out in the Agreement.

12 Acquittal Report

- 12.1 Successful applicants must provide a final acquittal report to Council within the timeframe specified in the Agreement.
- 12.2 The information required will be specified in the Agreement and may include:
 - 12.2.1 final accounts (audited, if appropriate);
 - 12.2.2 evidence of how Council was acknowledged during the event
 - 12.2.3 an assessment of the benefits realised against the benefits anticipated or estimated in the application form;
 - 12.2.4 evidence of compliance with the Agreement;
 - 12.2.5 where Events are ticketed, details of the number of tickets sold and, if possible, the demographic information of participants;
 - 12.2.6 formal advice of funds not spent (funds not expended for the purpose outlined in the application must be returned to Council).

Schedule 1 Authorisations

Authority	Position
Assess and determine applications	Event Sponsorship Panel
Determine number of application rounds to be held, maximum amount that can be applied for during any one round, and amount to be set aside for ad hoc applications	Director Planning and Regulatory
Execute Agreements to allocate Sponsorship consistent with the Event Sponsorship Panel's recommendation and in accordance with this policy	Business Unit Manager
Assess and approve ad hoc applications	Director Planning and Regulatory
Determine and approve weightings for assessment criteria	Business Unit Manager

Approved: _____

Date: _____

Chief Executive Officer