

# Sponsorship Information Kit

2021–2022





## Message from the Mayor

Community groups are the fabric of our city, helping support our residents and investing in the Redlands Coast of tomorrow. Over the past 12 years Redland City Council has invested more than \$7 million in a diverse range of valuable community-based projects and events in our community.

In 2021-22 I am proud to announce the return of Council's regular grants and sponsorship program, following an 18-month redirection of funds to COVID-19 relief and recovery grants.

During these extraordinary times, community and sporting organisations and all who deliver community services and events have faced ongoing challenges to their operations and fundraising endeavours. Council has endeavoured to be flexible in order to help those who serve and benefit our community navigate the pandemic and adjust to a COVID-normal future.

Now more than ever local community-minded individuals, groups and events need our help, so I am delighted that this financial year will see a return to the regular two rounds of sponsorship. We expect that this will assist in revitalising events and support the Redlands Coast economy.

I understand many in our community have been eagerly awaiting this moment, and encourage those who have put their bright ideas and plans on hold to once again think big and consider how Council funding may enable great things.

This information kit is designed to guide you through the application process so your event or initiative can go from idea to reality, helping to drive civic pride and ensure Redlands Coast continues to be the best place to live, work and play.

To all the individuals and not-for-profit organisations we have worked with in the past and may work with in the future, thank you for your tireless endeavours and for everything you do to make Redlands Coast naturally wonderful.

I invite you to apply for a grant or sponsorship today, so we can help you invest in our community tomorrow.

A handwritten signature in blue ink that reads "K Williams". The signature is fluid and cursive.

**Mayor Karen Williams**  
**Redland City Council**

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## 1. About the program

Redland City Council's Sponsorship Program provides financial and in-kind support to eligible organisations for initiatives that provide tangible and measureable commercial benefits to Council and the community.

## 2. Redland City Council Strategic Goals

Redland City Council, through its Corporate Plan, is committed to an enriched and sustainable future for our city and the communities that live, work and play here. We strive to make a difference and make it count through the services we provide.

Applicants are required to align their initiative with one or more of the following strategic goals in Council's *Our Future Redlands – a Corporate Plan to 2026 and Beyond*.

- City Leadership
- Strong Communities
- Quandamooka Country
- Natural Environment
- Liveable Neighbourhoods
- Thriving Economy
- Efficient and Effective Organisation

## 3. Program Objectives

The program is designed to support the delivery of Council's vision and goals outlined in Council's Corporate Plan. Applicants are required to align their initiative with one or more of the program objectives, as below, to be eligible to apply for funding:

- increasing employment and/or boosting the local economy
- assisting community organisations to provide services
- empowering community organisations and building capacity
- building community infrastructure
- assisting disadvantaged/vulnerable groups
- providing cost-efficient initiatives
- increasing leverage to gain additional funds from State/Federal departments
- creating identity, a sense of place and celebration
- contributing to a sustainable environment
- supporting a robust living culture in the Redlands.

## 4. Available funding

Council's Sponsorship Program provides financial and in-kind support to eligible organisations for projects, events or activities that provide measureable commercial benefits to Council and the community. The program provides the option to apply for Quandamooka Cultural Awareness funding to support the project, event or activity.

The Sponsorship Program has two funding categories:

| Category          | Further information | Available funding |
|-------------------|---------------------|-------------------|
| Minor Sponsorship | Part A              | \$15,000 or under |
| Major Sponsorship | Part B              | \$15,001 or over  |

### Quandamooka Cultural Awareness Support

Additional funding of up to \$1,500 is available to support Quandamooka cultural awareness and inclusion activities such as Quandamooka dancers, cultural demonstrations, and smoking ceremonies at sponsored projects, events or activities, on application until funds are exhausted.

It is a requirement to include a letter of support from Quandamooka Yoolooburrabee Aboriginal Corporation (QYAC) in your application for Quandamooka Cultural Awareness funding.

### In-kind Support

In-kind support is available to eligible applicants providing tangible and measureable commercial benefits to Redland City Council and the community for the following items:

- marketing and promotion of project, event or activity on Council's website and display of Council approved flyers and posters on Redland City Council brochure stands and noticeboards

## 5. How does an applicant apply?

Applicants can apply for financial and/or in-kind support. Applicants must register and apply for funding through Council's website using the online application portal *SmartyGrants*.

Before registering or applying, applicants must thoroughly read and understand these guidelines. The guidelines are updated every round.

### Fees and Waivers

Applications for fee waivers or discounts for a Temporary Entertainment Event Approval, Venue hire or Traffic permits is a separate process.

**Please note, an application does not guarantee a fee waiver or discount for an event approval, venue hire or traffic permit. Applicants must take this into consideration when developing their project, event or activity budget.**

For more information regarding:

- Temporary entertainment event approval, please contact the Environment and Health Unit on (07) 3829 8999.
- Venue and/or hall hire, see [Halls and Venues](#), or alternatively please contact City Sports and Venues on (07) 3829 8999.
- Traffic permits, please see - [Traffic management permits](#), or alternatively please contact Roads and Drainage Maintenance on (07) 3829 8999.

## 6. Application Requirements

- Applicants must be operating and financially viable.
- Activities must not commence before you receive written notification of approval.
- Evidence of support for and partnerships with other organisations in your application is highly desirable.
- The initiative must be delivered in Redland City local government area; however the applicant may be based outside the Redlands.
- Only one successful application can be funded per 12-month period, provided the applicant does not have an overdue acquittal from a previous Council grants or sponsorship round.
- To be eligible to reapply for sponsorship the previous project, event or activity must be successfully acquitted.
- Written land owner's consent from Council must be provided where the project is on Council owned or managed land.

Applicants are required to submit documents to demonstrate appropriate governance and management processes for the project, event or activity. A number of templates are available for reference at the following link:

<https://www.qld.gov.au/about/events-awards-honours/events/running-events>.

Applicants must adhere to all current State and Federal Government COVID-19 restrictions and policies regarding their event. View Council's events portal webpage for information on COVID Safe Events at the following link:

<http://events.redland.qld.gov.au/develop-an-event-plan/#COVIDSafeEventPlan>

## 7. How often can an applicant apply?

An eligible applicant can submit one application only per 12-month period, provided the applicant does not have an overdue acquittal from a previous Council grants or sponsorship funding round.

An auspicing organisation is permitted to auspice multiple organisations in any one funding round, provided it does not have an outstanding acquittal in its own right from a previous funding round or an outstanding acquittal for an organisation they have auspiced.

Council may consider an out-of-round application under exceptional circumstances. The Grants Team must be notified before an out-of-round application is submitted. Accepting an out-of-round application is at the discretion of Council's Sponsorship Assessment Panel Chair.

## 8. Timing / Important Dates

The Sponsorship Program has two funding rounds per year. Funding rounds are open for a period of four weeks. Applications can only be submitted when a funding round is open. Opening and closing dates of each round are published on Redland City Council's website when available.

The grant assessment process may take up to three (3) months from start to end.

Applications requesting more than \$15,000 must be decided by Council, which may extend the period for notification of the outcome.



## 9. Is your organisation eligible?

| Eligible applicants  | Ineligible applicants  |
|--|--|
| <ul style="list-style-type: none"> <li>• Not-for-profit and incorporated entity</li> <li>• For profit businesses</li> <li>• Application must relate to a project, event or activity being delivered in Redland City local government area</li> <li>• Have an active ABN or Statement by Supplier</li> <li>• Be operating and financially viable</li> <li>• If auspicings an organisation, agree to accept legal and financial responsibility for the grant.</li> </ul> | <ul style="list-style-type: none"> <li>• Government or semi-government organisations i.e. hospitals and libraries</li> <li>• Public and private education institutions i.e. primary, secondary and independent schools, or tertiary institutions</li> <li>• Child care and after-school care service providers</li> <li>• Political parties and political lobby groups</li> <li>• Auspicings organisations and/or applicants that have outstanding rates or other debts to Council</li> <li>• Organisations supported through Council's Targeted Funding Allocations to deliver community services, if applying for the same project.</li> </ul> |

Applicants who are ineligible to apply for sponsorship are also ineligible to auspice an applicant.

## 10. What will NOT be Sponsored

The following activities are ineligible for sponsorship:

- Events of a political nature or those which incorporate any political activity/ies.
- Day-to-day operational funding for an organisation, including staff wages, rent and insurances (unless there is evidence it is an additional expense incurred by the funded project).
- Projects which begin before sponsorship is awarded (no sponsorship will be awarded retrospectively).
- Payment of debts to any entity including Council.
- Projects considered the core responsibility of other levels of government.
- Events or activities in competition or conflict with Council.
- Capital works or fixed structures.
- Project costs incurred outside the funding period.
- Purchase of vehicles or large capital items.
- Purchase of alcohol.
- Donations.
- Projects, activities or events for individuals including travel.
- Teams representing sporting clubs or organisations at state, national or international events (including uniforms).
- Project costs already supported through other Federal or Queensland Government funding.
- Projects, events or activities where the sponsorship is provided to third parties. Sponsorship must be used to hold an event or activity and not be directly passed on to a third party. However, some monies raised from a sponsored event can be provided to a Redland City charity or charities.

## 11. How is an application assessed?

Both the applicant and the project, event or activity must be eligible for sponsorship to be considered. Only information contained in the application will be assessed.

The project will be assessed and weighted on the quality of the information and how well it meets the assessment criteria identified below:

### **Program / Strategic Priorities**

- Alignment with Council's Corporate Vision, Mission and Values
- Alignment with the event hierarchy in Council's Events Strategy and Action Plan
- Ability to achieve one or more of Redland City Council Strategic Goals outlined in Our Future Redlands – a Corporate Plan to 2026 and Beyond.

### **Benefits / Opportunities**

- Project demonstrates economic benefits to Redland City.
- Project provides positive outcomes and benefits for the community of Redland City.
- Project represents value for money with regard to commercial and other benefits.
- Project demonstrates evidence of strategies that enable it to continue after the funding has ceased.

### **Partnerships**

- Evidence of financial support and/or involvement from other organisations.

### **Ability to Deliver**

- A track record of the sponsorship applicant regarding financial administration and management.
- Appropriate qualifications and/or level of experience of individuals/organisations delivering activities.
- A project plan or event management plan demonstrating the capacity of the organisation to undertake all aspects of the project; including evaluations, marketing, meeting deadlines and the acquittal process.
- Budget is comprehensive, realistic and represents value for money with regard to commercial and other benefits.

The number of successful applications and the value of sponsorship will be at Council's discretion and will reflect the merit of applications, and in particular, the needs of the city. Council reserves the right to offer applicants a lesser sponsorship amount than requested.

If you have previously been approved for sponsorship from Council, the delivery and outcomes of those projects will be taken into consideration. Organisations that have outstanding rates and/or debts with Council are ineligible to receive support for their project.

**Applications for sponsorship funding of \$15,000 or less, are decided by the Sponsorship Assessment Panel.**

**Applications for sponsorship funding of more than \$15,000 are decided by Council following a review by the Sponsorship Assessment Panel which will make a recommendation to Council.**



## 12. Budget

Applicants must provide an itemised budget for the project, event or activity including all income, expenditure and in-kind costs.

Applicants that are applying for sponsorship to support multiple events, must provide a breakdown of the requested sponsorship amount for each event.

## 13. Approval Process

Applicants will receive an email acknowledging receipt of their application. This email will contain a unique reference number which should be quoted when making enquiries about your application.

Applicants that are successful in obtaining sponsorship will be advised in writing and required to:

- Enter into a Sponsorship Funding Agreement and agree to its terms and any special conditions within the specified timeframe; and
- Provide an invoice before payment will be processed.

Unsuccessful applications will have the opportunity to seek feedback so improvements can be made prior to the next round.

## 14. Funding conditions

### **Project monitoring and reporting**

Applicants must acquit funds that have been provided at the completion of the project or activity. This includes providing adequate receipts or evidence of approved expenses that at least equal the sponsorship amount granted. For this purpose you are required to keep all receipts for items purchased. Statutory declaration or certification from external auditors in lieu of receipts will not be accepted.

Should an applicant not acquit their sponsorship, they will remain ineligible under future rounds until such time as the acquittal is provided and meets Council's satisfaction.

### **Sponsorship Benefits / Acknowledgement**

Sponsorship benefits will apply to successful applicants in accordance with the level of sponsorship approved. Requirements will be outlined as a condition of funding in the Sponsorship Funding Agreement.

### **Repayment of grant**

You must repay to Council:

- (a) Within 30 days of our request or as otherwise agreed, any part of the sponsorship spent on purposes not approved by the Sponsorship Funding Agreement;
- (b) Any and all unexpended grant or sponsorship unless otherwise agreed, within 30 days or the earlier of:
  - i) the end date
  - ii) termination of the Sponsorship Funding Agreement;
- (c) Any difference between the actual project costs and the budget costs which are greater than \$100 (where the budget costs exceed the project costs).

All repayments must reflect any associated GST component relating to the original payments.

## **Variations**

Funding must be used in accordance with the Sponsorship Funding Agreement. Any changes to the project undertaken or the project duration must be approved in writing by Council.

Requests for variation should be sent by email or letter to the Community Grants Team with your request outlining the changes you are seeking to the funding agreement before the project end date, and reason, for example: changes to the nature/purpose of the project, the way in which the project is to be carried out and completed, the budget and/or any extension to the funding period.

Approval must be sought and approved in writing before you undertake any changes. Variations cannot be sought after the Funding Agreement end date.

## **15. Support and Assistance**

The Community Grants Team can provide information about the Sponsorship Program. For advice about holding an event in Redlands, including event approval and venue application forms, please contact the Community Engagement and Events Team.

Applicants are strongly encouraged to seek assistance with their application to ensure their application meets the objectives of the program and to increase the chances of being successful in receiving funding.

### **COMMUNITY GRANTS TEAM**

Phone: (07) 3829 8999

Email: [grants@redland.qld.gov.au](mailto:grants@redland.qld.gov.au)

### **COMMUNITY ENGAGEMENT AND EVENTS TEAM**

Phone: (07) 3829 8999

Email: [events@redland.qld.gov.au](mailto:events@redland.qld.gov.au)

## **16. Additional Information**

### **Insurance**

It is the applicant's responsibility to obtain and maintain adequate insurance (including public liability) with a reputable insurer, in relation to activities carried out by the applicant for the project, to guard against any claims for loss or damage to property and injury or death to persons. Evidence of public liability insurance cover (\$20 Million minimum) must be submitted with the application.

The applicant is also responsible for ensuring a safe work environment in accordance with Workplace Health & Safety (WH&S) Act 2011 and its associated Regulation and Codes of Practice.

Where applicable, the applicant is to obtain and maintain workers compensation insurance in accordance with applicable legislation and where relevant, ensure appropriate Council approvals can be obtained to complete your project.

### **Temporary Entertainment Event Permit**

Provision of grant funding or sponsorship for events will be dependent on approval of a Temporary Entertainment Event Approval under Redland City Council's Local Laws through Council's Environmental Health Team.

A Temporary Entertainment Event Approval should have been sought or in progress, prior to submitting your funding application. If you do not need any approvals you will need this confirmed in writing. Contact Council's Environmental Health Team on (07) 3829 8999 for further information.

### **Australian Business Number (ABN)**

All applicants should have an ABN. Organisations that have not registered for an ABN will have the withholding tax (PAYG) of 46.5 per cent deducted from their payment if they do not complete a 'Statement by a supplier' form. To obtain a form, visit the Grants website [www.redland.qld.gov.au/Grants](http://www.redland.qld.gov.au/Grants).

To register for an ABN, contact your accountant or visit the Australian Business Register at [www.abr.gov.au](http://www.abr.gov.au).

### **Goods and Services Tax (GST)**

Applicants must advise whether they are registered for GST. GST can affect your grant in the following ways:

- Total amount paid for goods and services purchased using the grant funding.
- Total grant or sponsorship funding approved.

If an application submitted by an organisation which is registered for GST is successful, an additional 10% will be automatically added to the grant or sponsorship amount to cover the GST component. This will ensure no out of pocket expenses for organisations that are registered for GST.

For advice on GST, contact your tax advisor, or the Australian Taxation Office on 13 24 78 or [www.ato.gov.au](http://www.ato.gov.au).

## 17. Definitions

| Term                          | Definition  |
|-------------------------------|---|
| Acquit                        | To advise Council of the outcomes of assistance provided through a Sponsorship grant through an online form provided.   |
| Applicant                     | An organisation that is eligible to submit an application for Sponsorship.  |
| Assessment criteria           | Criteria that have been developed for assessing applications received and guiding funding distribution.   |
| Auspecting organisation       | An incorporated body that will accept legal and financial responsibility for the project, event or activity on behalf of a non-incorporated group seeking funding.  |
| Sponsorship                   | A business transaction in which a sponsor provides a financial contribution or value in-kind to support an event, project, service or activity, in return for negotiated commercial and other benefits. It is a business transaction because it involves an exchange that has a measurable value to each party in commercial, communication or philanthropic terms.   |
| In-kind contribution          | Support, other than money, provided by Council towards an event, project, service or activity. This can include, but is not limited to fees and waivers, traffic management, event promotion or donated goods and services.   |
| Incorporated Body             | An organisation, group or other entity that is legally incorporated. This includes entities incorporated under the 'Associations Incorporation Act 1981', 'Corporations Act 2001' (Commonwealth), 'Aboriginal Councils and Associations Act 1976' (Commonwealth), 'Cooperatives Act 1997', 'Commonwealth Services (Aborigines) Act 1984', 'Community Services (Torres Strait) Act 1984' and organisations with non-profit objectives by an Act of Parliament and approved by The Treasurer. |
| Negotiated commercial benefit | May include branding exposure in project or event signage, promotional material, advertising, site or exhibition space, public acknowledgements in speeches and media materials, invitation to participate in opening ceremony, inclusion of information in information packs and more.   |
| Organisation                  | A not-for-profit incorporated body or for-profit entity.  |
| Other benefits                | These benefits may include providing opportunities to create goodwill in the local community; providing start-up or expansion opportunities for local community events, projects, services or activities; using local businesses, materials and services; providing opportunities for partnering and collaboration; stimulating local business; networking and professional development opportunities and more.   |
| Exceptional circumstances     | The conditions required to grant additional powers to a government or government leader so as to alleviate, or mitigate, unforeseen or unconventional hardship.   |
| Round                         | The period of time in which funding submissions can be accepted. This consists of an open and close date.   |
| Panel Chair                   | Group Manager responsible for the Community Grants Team.  |