



*Bayside Blues Festival*

# Sponsorship Information Kit 2019–2020



## Message from the Mayor

For the past ten years Redland City Council's Community Grants and Sponsorship Program has supported a diverse range of valuable community-based projects and events. In 2019-20 I am proud to continue this important commitment, which sees us deliver a program that builds and strengthens community partnerships and invests in tomorrow's Redlands.

Since 2009 Council has given more than 1,000 grants, totalling more than \$6 million, to successful applicants across the Redlands who have helped to serve and benefit our City. 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 to make our City the best place to live, work and play. Your strong sense of community pride continues never ceases to amaze me.

Council has endorsed its new place brand, *Redlands Coast – Naturally Wonderful*, which sees us embark on a new journey to deliver sustainable economic development of the City, through tourism and events and industry and connectivity. We encourage applicants who can embrace the opportunities that our grants provide to help support our new identity *Redlands Coast* and help build a platform upon which we can promote all the city has to offer.

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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## 1.0 About the program

Sponsorship provides financial and in-kind support to eligible individuals and organisations providing tangible and measureable commercial benefits to Council and the community.

## 2.0 Definitions

Sponsorship - a business transaction in which Council provides a financial contribution or in-kind support for a project, event or activity in return for agreed commercial and other benefits. It's called 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 – means support, other than money, provided by Council towards a project, event or activity. This can include, but is not limited to fees and waivers, traffic management, event promotion or donated goods and services.

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 collateral in information packs and more.

Other benefits – these benefits may including 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.

Applicant – An individual or organisation or group submitting an application for a Community Grant.

Organisation – An incorporated body seeking funding for a project or activity.

Acquit – To advise Council of the outcomes of assistance provided through a Sponsorship grant through the on-line form provided.

Assessment Criteria – Criteria that have been developed for assessing applications received and guiding funding distribution.

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.

Auspicing Organisation - An incorporated body that will accept legal and financial responsibility for the project or activity on behalf of a non-incorporated group seeking funding.

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.

Grants Team - A team within Redland City Council responsible for grants and sponsorship administration.

Caretaker period for a local government is the period during an election that— (a) starts on the day when public notice of the holding of the election is given under the Local Government Electoral Act, section 25(1); and (b) ends at the conclusion of the election.

### 3.1 Program Objectives

The program is designed to meet and respond to Council's priorities and vision as outlined in the Redland City Council's Corporate Plan. Applicants are required to align their initiative with one or more of these program objectives 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.

### 4.1 Redland City Council Strategic Priorities

Applicants are required to align their initiative with one or more of the following strategic priorities in Redland City Council's Corporate Plan 2018-2023.

- Healthy natural environment
- Green living
- Embracing the bay
- Quandamooka Country
- Wise planning and design
- Supportive and vibrant economy
- Strong and connected communities
- Inclusive and ethical governance.

## 5.0 Available Funding

The Sponsorship Program has two categories, including:

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

Funding of up to \$1,500 is available to support Quandamooka cultural awareness dancers at sponsored projects, events or activities, until funds are exhausted.

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

### In-kind support

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

Support may include:

- Marketing and promotion (promotion on Council's website and displace place applicant's flyer on Council's brochures stands)
- Tiger mesh with star pickets (collection and drop off at Council's depot, will be applicant's responsibility)
- Barrier tape with star pickets (collection and drop off at Council's depot, will be applicant's responsibility)
- Removal and replacement of existing bollards/car park wheel stops.

## 6.0 How does an applicant apply?

Organisations can apply for financial and/or in-kind support. Organisations must register and apply for funding online via Smarty Grants.

Before registering or applying, representatives of the organisations 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 need to take this into consideration when developing their project, event or activity budget.**

For more information regarding:

- Temporary Entertainment Event Approval, please contact 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.

## 7.0 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 Redlands; 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 approved application from a previous funding round that has not been acquitted
- To be eligible to re-apply for sponsorship the previous project, event or activity must be successfully acquitted.

Applicants are required to submit mandatory documents to demonstrate appropriate governance and management processes for the project, event or activity. A number of templates are available for support at the following link <https://www.qld.gov.au/about/events-awards-honours/events/running-events>.

## 8.0 How often can an applicant apply?

An eligible applicant can submit one application per 12 month period provided it does not have an approved application from a previous funding round that has not been acquitted.

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 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.

## 9.0 Timing / Important Dates

There are two sponsorship rounds per year. Rounds open approximately four weeks prior to the closing date and applications can only be submitted when a round is open. Opening and closing dates for each round are published on Redland City Council's website when known.

The sponsorship process can take up to 3 months from start to end.

Note – Notification of outcomes for applications requesting more than \$15,000 may be impacted by 'caretaker period'. The 'caretaker period' extends from when the nominations are called for the quadrennial election until declaration of the polls.

## 10.1 Is your organisation eligible?

Eligible applicants	Ineligible applicants
<ul style="list-style-type: none"> <li>• Not-for-profit entity</li> <li>• For profit businesses</li> <li>• Be based in the Redlands and/or delivering a project in the Redlands</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>• Industry peak bodies or organisations that as part of their charter do not provide a direct community benefit</li> <li>• Auspicings organisations and/or applicants that have outstanding rates or other debts to Council</li> <li>• Organisations that are supported through Council Targeted funding allocations to deliver community services, unless they can demonstrate wider community benefit.</li> </ul>

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



## 11.0 What will NOT be sponsored

The following activities are ineligible for sponsorship:

- Costs for permits from Council that are required for the project, activity or event you are applying for;
- Project, activities or events that conflict with Council initiatives, local laws or permit requirements;
- Events of a political nature or those which incorporate political activities;
- 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;
- Prize money;
- 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; and
- Organisations or events where the sponsorship fee must be used to directly provide sponsorship or money to third parties. Sponsorship monies must be used to hold an event or activity and not be directly passed onto a third party. However, some monies raised from a sponsored event can be provided to a Redland charity or charities.

## 12.0 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 Outcome outlined in the Redland City Council's Corporate Plan 2018-2023.

### **Benefits / Opportunities**

- Project demonstrates economic benefits to Redland City.
- Project provides positive outcomes and benefits for the community.

### **Partnerships**

- Evidence of financial support and 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 smaller 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 can be refused support for their project.

**Where an applicant is applying for funding of less than \$15,000, the Sponsorship Assessment Panel will determine the final decision of the initiative.**

**Where an applicant is applying for funding of more than \$15,001, the Sponsorship Assessment Panel will review the application and make a recommendation to Council. Council will determine the final decision of the initiative.**

## 13.0 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, need to demonstrate a breakdown of the sponsorship amount requested specific to each event.

## 14.0 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 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.

## 15.1 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 amount of 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 Funding Agreement.

Please note, acknowledgement requirements will differ from previous years. Further information will be provided to applicants in due course.

### **Repayment of grant**

You must repay to us:

- (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 by Council.

Please send an 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, 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. Variation cannot be sought after the Funding Agreement end date.

## 16.0 Support and assistance

For advice about holding an event in Redlands, including approvals and application forms, please contact the Community Engagement and Events Team.

The Community Grants Team can provide information to applicants about the Sponsorship Program.

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.

### **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)

## 17.0 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.

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 Law 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).