

Sponsorship

2025 Information Kit

General information and eligibility criteria for Sponsorship of initiatives providing benefits to Council and the community of Redlands Coast.



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1. About the program

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

2. Redland City Council strategic goals

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.

CITY LEADERSHIP

Our city is enriched through a spirit of collaboration and respect across Council and the community, which drives our shared community values and achieves outcomes for our people, place and prosperity.

STRONG COMMUNITIES

Our strong and vibrant community spirit is nurtured through services, programs, organisations, facilities and community partnerships that promote resilience, care and respect for residents of all ages, cultures, abilities and needs.

EFFICIENT AND EFFECTIVE ORGANISATION

Council employees are proud to deliver efficient, valued and sustainable services for the betterment of the community.

THRIVING ECONOMY

Our thriving economy recognises the benefit of our unique geography and is underpinned by enabling infrastructure, supportive policy and successful partnerships which maximise opportunity for growth in industry, job creation, innovation and investment.

Naturally wonderful lifestyle.
Connected communities.
Embracing opportunities.

QUANDAMOOKA COUNTRY

Our city embraces the rich Aboriginal heritage of Redlands Coast (Quandamooka) and the Traditional Owners' ongoing custodianship of Quandamooka land and waters. We work together for the future of Redlands Coast on Quandamooka Country.

NATURAL ENVIRONMENT

Our environment enhances our identity, lifestyle, wellbeing, economy and cultural values. Opportunities to be immersed in our naturally wonderful environment are harnessed, and drive our commitment to protect and enhance our natural assets.

LIVEABLE NEIGHBOURHOODS

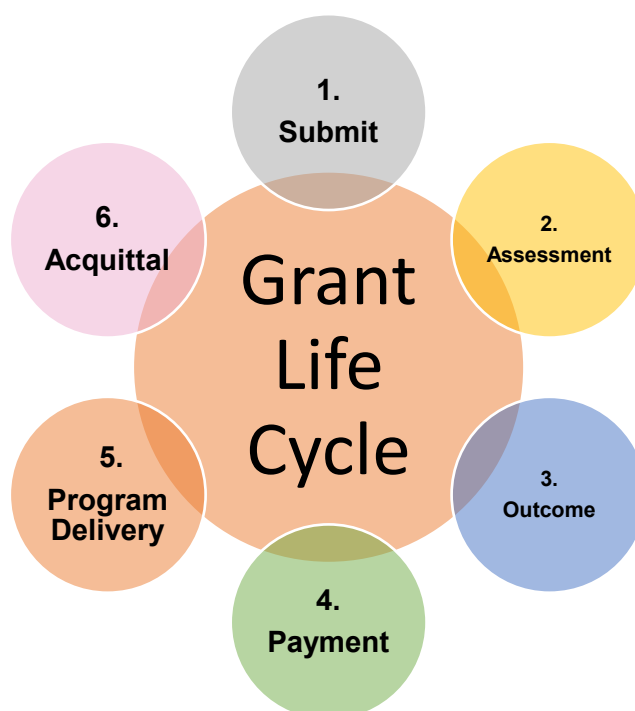
Our unique local lifestyle is enhanced by a well-planned network of island, urban, rural and bushland areas which connect and support our natural assets, communities and businesses.

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:

- Promotes collaboration and local partnerships.
- Providing cost-effective initiatives.
- Increasing employment and / or boosting the local economy.
- Increased social connection between people.
- Increased mental wellbeing.
- Improved ability to deliver.
- Improved access to service for people experiencing disadvantage / vulnerability.
- Creating identity, a sense of place and celebration.
- Increase awareness of Quandamooka cultural heritage.

4. Grants life cycle



1. Submit	Submission of online application with supporting documentation.
2. Assessment	Pre-eligibility assessment of applicant and project. Assessment of applications conducted by a panel.
3. Outcome	Applicants advised of funding outcome.
4. Payment	Funds provided to successful applicants.
5. Project Delivery	Project delivered within specified timeframe.
6. Acquittal	Acquittal of funds required including receipts of expenditure.

5. Available funding

The Sponsorship Program has two (2) funding categories, minor and major sponsorship, as well as the option to apply for Quandamooka Cultural Awareness Funding.

Category	Available funding (exclusive GST)
Minor Sponsorship	\$15,000 or under
Major Sponsorship	\$15,001 to \$30,000
Quandamooka Cultural Awareness Funding	Up to \$1,500

Quandamooka Cultural Awareness Funding

Funding 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. Funding is available until funds are exhausted.

It is a requirement to include a quote from the Quandamooka organisation in your application for Quandamooka Cultural Awareness funding.

6. How does an applicant apply?

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 this information kit. The information kit is updated every round.

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.

Value In-Kind Sponsorship

Council's Sponsorship program can provide support, both cash and value in-kind, to applicants for a variety of events and initiatives that provide economic and community benefit to the Redlands Coast.

Value in-kind support can be requested via the Sponsorship application form for the below support:

- Venue hire.
- Temporary entertainment event permit fee.
- Traffic control permit fee.
- Marketing and promotion.

Applicants will be notified during the outcome process if they have been successful in receiving value in-kind support.

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.

7. How often can an applicant apply?

An eligible applicant can submit one (1) application per 12-month period for the Sponsorship Program, provided they met the eligibility requirements noted in this Information Kit.

Where applicants have submitted multiple applications for the same project in any one round of Council programs, they will be requested to select one application only for consideration. For example, an applicant cannot submit a request for funding for the same project or event via Sponsorship, Community Grants, Village Events and Activation Grant (VEAG), Regional Arts Development Fund (RADF) and Mayor and Councillors Community Benefit Fund (MCCBF).

An auspicings organisation is permitted to auspice multiple organisations in any one funding round, provided it does not have any debt to Council or 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 Community 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 funding rounds are open for a period of four (4) 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 the round closing date for both the minor sponsorship and major sponsorship funding categories.

Applications requesting funding of \$15,001 to \$30,000 must be approved by Council via the monthly General Meeting, 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">• Not-for-profit and incorporated entity.• For profit businesses.• Projects, events, or activities being delivered in Redland City local government area.• Have an active ABN or Statement by a supplier.• Be operating and financially viable.• Hold Public Liability Insurance (\$20 million).• If auspicings an organisation, agree to accept legal and financial responsibility for the grant.• Have a bank account in the name of the legal entity.	<ul style="list-style-type: none">• Government or semi-government organisations i.e. hospitals and libraries.• Public and private education institutions i.e. primary, secondary and independent schools, or tertiary institutions.• Child care and after-school care service providers.• Political parties and political lobby groups.• Auspicings organisations and / or applicants that have outstanding rates or other debts to Council.• Auspicings organisations and / or applicants that have acquittals from previous funding rounds.• Organisations supported through Council's Targeted Funding Allocations to deliver community services, if applying for the same project.

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 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). Activities must not commence before you receive written notification of approval.
- 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 or prizes including gift cards.
- 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.
- Project, 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. Application requirements

An applicant must provide:

- Last signed audited financial statement or annual treasurer's report.
- Public liability (\$20 million) certificate of currency.
- Project plan or event management plan.
- Marketing / communication plan.
- Itemised budget clearly outlining what requested sponsorship funding will be used towards.
- Written land owner's consent from Council or the land owner must be provided where the project is on Council owned land or land managed by other parties.
- Evidence of support for and partnerships with other organisations in your application is highly desirable.
- If applying for Quandamooka Cultural Awareness funding, a quote from the First Nations organisation providing the service.

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>.

Permits

Applicants planning to host an event on Redland City Council land or roads, you must obtain the appropriate Council approvals to ensure compliance with local regulations. Depending on the nature, size, and activities of your event, you may need one or more of the following permits:

- **Venue or Park Hire** – for use of public spaces.
- **Traffic Control Permit** – if your event impacts road use.
- **Temporary Entertainment Event (TE) Permit** – for events involving 500 or more persons, including staff, volunteers and attendees.
- **Temporary Park Access (TPA) Permit** – for vehicle or equipment access to parks or reserves. Of note this is required for sporting events of any size. TPA permit requirements may include (but are not limited to):
 - Vehicle access to parks or reserves.
 - Vendors (including Public Liability Insurance and food licences).
 - Small amusement rides (may require a Safety Certificate).
 - Fireworks (Queensland permit required).
 - Liquor license or exemption certificate.

For detailed information and application forms, visit the [Redland City Council Events Portal](#) or contact Council's Customer Service team on **(07) 3829 8999**.

Insurance

It is the applicant's responsibility to obtain and maintain adequate insurance (including public liability up to \$20 million) 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.

12. How is the applicant assessed?

Both the applicant and the project, event or activity must be eligible for sponsorship to be considered. Please ensure you have read and understood the eligibility requirements and the objective of the Sponsorship program and how your application will align to this.

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 [Redland Coast Events Strategy 2024 - 2029](#).
- Ability to achieve one or more of Redland City Council Strategic Goals outlined in [Our Future Redlands – A Corporate Plan to 2026 and Beyond](#).
- Ability to achieve one or more of the program objectives.

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 or value in-kind support and/or involvement from other organisations and local traders.

Ability to deliver

- Demonstrated ability of the sponsorship applicant to deliver 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 awarded 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.

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

Applications for sponsorship funding of \$15,001 or more are decided by Council at the monthly General Meeting following a review by the Sponsorship Assessment Panel which will make a recommendation to Council.

13. Budget

Applicants must provide an itemised budget for the project, event or activity including all income, expenditure and value in-kind costs. The application must clearly demonstrate which expenditure items sponsorship funding will be used towards, should the application be successful.

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

Budget Sample

Project costs – list items required (Include GST component only if not registered for GST)	Amount (\$)
Traffic Management	\$1,500
Catering	\$600
Venue Hire	\$1,500
Marketing and Communication	\$1,000
Training	\$800
Total Grant Amount Requested	\$5,400

Applicant's cash contribution (indicate cash/in-kind)	Amount (\$)
Administration Costs (in-kind)	\$1,000
Materials (cash)	\$600
Total Amount	\$1,600

Funding from other organisations to support the project	Amount (\$)
State Government	\$1,000
Federal Government	\$1,000
Sponsorship from a third party	\$1,000
Total Amount	\$3,000

Total project cost is **\$10,000**

Grant Amount requested **\$5,400**

Paid Amount **\$5,940.00** (Approved grant amount inclusive of GST).

If your application is successful and your organisation is registered for GST, Council will add the GST on top of the approved grant amount – this GST component is declared to the Australian Taxation Office (ATO).

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 47.0 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.

To register for an ABN, contact your accountant or visit the Australian Business Register at www.abr.gov.au.

14. Outcome process

Successful applicants

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 to Council before payment will be processed.

Once all funding conditions have been completed and a valid tax invoice has been provided, payment of the awarded funding will be released by Council.

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.

Unsuccessful applicants

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

15. Program Delivery

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.

Project monitoring and reporting

Applicants must complete milestone reporting via *SmartyGrants* relating to progress of the funded activity. Automated milestone reports are sent to grant administrators to complete within a specified timeframe. If a project or event has not achieved a required milestone, applicants must contact the Community Grants Team to resolve this.

Variations

Funding must be used in accordance with the Sponsorship Funding Agreement and proposed project or event outlined in the application. All grant funds must be spent within the funding agreement period.

Any changes to the project activities or project duration must be approved by the Community Grants Coordinator or Group Manager Communities dependent on the type of variation. Request for variations must be submitted and approved via *SmartyGrants* before the project end date.

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

Funds expended on unapproved variations will be recalled by Council after the acquittal is submitted.

Acquittal

Applicants must acquit funds that have been provided within six (6) weeks of project end date via your *SmartyGrants* account. 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.

The acquittal form requires you to provide information on the completion of the project activity. This is a report on the project activity, including objectives, outputs and impact, and includes a financial statement. Ensure receipts are provided as evidence of the grant expenditure.

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.

Repayment of grant

When acquittal cannot be satisfied or the awarded funding was underspent, the grant recipient must repay Council:

- 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;
- Any and all unexpended grant or sponsorship unless otherwise agreed, within 30 days or the earlier of:
 - the end date
 - termination of the Sponsorship Funding Agreement;
- 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.

16. Support and Assistance

The Community Grants Team can provide information 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 in receiving funding.

COMMUNITY GRANTS TEAM

Phone: (07) 3829 8999

Email: grants@redland.qld.gov.au

For advice about holding an event in Redlands, including event approval and venue application forms, please contact the Tourism and Events Team.

TOURISM AND EVENTS TEAM

Phone: (07) 3829 8999

Email: events@redland.qld.gov.au

17. Definitions

Term	Definition
ABN	The same meaning as it has in the A New Tax System (Australian Business Number) Act 1999.
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.
Auspice	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.
Category	Funding categories within Council's Grants and Sponsorship Programs including (but not limited to): Organisation Support, Project Support, Conservation Grant, Minor Sponsorship, Major Sponsorship, Small Capital Infrastructure and Major Capital Infrastructure.
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.
Council	Redland City Council.
End Date	The end date of your project as specified in your application.
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.
GST	Goods and Services Tax payable under the GST Act.
Incorporated Body	An organisation, group or other entity that is legally incorporated. This includes entities incorporated under the 'Associations Incorporation Act 1981', 'Co-operatives National Law Act 2020 (Qld)'; '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.
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.
Panel Chair	Group Manager responsible for the Community Grants Team.
Programs	Redland City Council Grants and Sponsorship programs include (but not limited to Sponsorship, Community Grants, Mayor and Councillors Community Benefit Fund Program, Village Events and Activation Grant, Local Heritage Grant and Regional Arts Development Fund.
Recurrent projects	Repeated or continued projects in the same location, occurring on a regular or semi-regular cycle (for example annually).
Round	The period of time in which funding submissions can be accepted. This consists of an open and close date.

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.
Value 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.
Variation	Any changes to the project activity or duration.