

Sponsorship Request Form (all year round)

Form Preview

Eligibility

Sponsorship Options

The Council's Sponsorship Program aims to support events and activities that foster a prosperous and innovative economy. It supports initiatives, programs, and activations that provide economic and visitation benefits to the City, contributing to the community's ability to adapt and thrive economically.

Sponsorship applications are welcome throughout the year.

Our sponsorship options include:

- Financial contributions towards the cost of running the event or activity.
- Financial contributions to cover the full/partial fees or charges for using a council-owned facility or venue.
- In-kind support, such as marketing and promotion through the Council's websites and social media.
- Use of banner sign poles in Bellerive Village or Rosny Bus Mall (excluding the costs for materials, printing, production, installation, or dismantling of banners).

A funding agreement, detailing the terms and conditions, will be executed by both parties upon the successful approval of the application.

Eligibility Criteria

Applications will be assessed in accordance with the following criteria.

1. The applicant/s must be an eligible organisation.
2. The applicant/s must be reputable, with a public image, products or services consistent with council's values and strategies.
3. The activity to be undertaken must result in a community benefit at least commensurate with the value of the sponsorship, such as:

- - raise council's profile and brand awareness among target audiences
 - provide exposure or access to new strategic partners
 - create opportunities for council to add value by using its content, people, facilities, places or expertise
 - demonstrate economic benefit or impact for the city
 - provide an opportunity to Clarence residents that would otherwise not be available or possible.

4. The activity must not lead to a conflict with council's legislative obligations, including competitive neutrality and must not expose council to any unreasonable financial, legal, reputational, or other risks.

In determining an outcome, council will also consider the applicant's previous history of successful access to a grant or sponsorship and adherence to relevant sponsorship agreement to provide equitable access within scope of available funds.

Ineligible applicants

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- A government agency or department of Local, State or Federal levels of Government.
- Organisations with gaming machines.
- Political parties or organisations that have a core purpose of political lobbying, including the lobbying of councillors.
- Current council staff and councillors (this does not preclude committees or organisations that councillors or staff participate on).
- Previous recipients that have an outstanding acquittal.

Ineligible activities and events

- Activities and events that promote views and behaviours which are inconsistent with the adopted values and policy commitments of the council.
- Activities and events that are illegal or enable illegal activity.
- Activities and events that undermine competitive neutrality (that is the requirement that activities compete fairly in the market and on equal terms to other businesses).
- The core business of educational, religious and medical organisations.
- Projects/activities that are under the jurisdiction of the State or Federal Government.

Eligibility Confirmation

Do you agree that the application meets the above eligibility criteria?

☐ Yes

☐ No

Applicant Details

* indicates a required field

Privacy Details

We pledge to respect and uphold your rights to privacy protection under the [Australian Privacy Principles](#) (APPs) as established under the *Privacy Act 1988* and amended by the *Privacy Amendment (Enhancing Privacy Protection) Act 2012*.

The personal information on this form is required by council for the General Grants Program. We will only use your personal information for this and related purposes. If this information is not provided, we may not be able to deal with this matter. You may access or amend your personal information at any time. How we use this information is explained in our Privacy Policy which is available [here](#).

Organisation Details

Organisation Name *

Organisation Name

Applicant ABN (optional)

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The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

Contact Person's Name *

Title First Name Last Name

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Contact Person's Phone Number *

Must be an Australian phone number.

Contact Person's Email Address *

Must be an email address.

Organisation Street Address

Address

Organisation Website

Must be a URL.

Organisation Social Media Accounts

Include links to social media accounts i.e. Facebook page, Instagram account, Twitter account

Summary of the Organisation *

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Please describe your organization and its type, including but not limited to its history and background, scale and scope, vision and mission, main services or products, target audience, and values and principles. You may use information from your organization's About page on its website.

Has the organisation previously received sponsorship funding from Clarence City Council? *

- ☐ Yes
☐ No

If yes, please tell us the year you received funding from Council, the amount received, and the name of the event/activity.

Event/Activity Details

* indicates a required field

Name of event/activity requesting sponsorship for *

Date of event/activity *

Location of event/activity *

Summary of event/activity *

Word count:

Is this an inaugural event/activity? *

- ☐ Yes
☐ No

If the event/activity has been held previously, please provide brief details.

e.g. Date(s) of previous event(s); Location(s); Number of participants; Key highlights or outcomes.

Goals, objectives and proposed outcomes of event/activity *

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Describe at least two things you want the event/activity to achieve.

Event/activity target audience *

E.g. demographic, community groups, local, national and/or interstate audience

Estimated attendance number *

Number of people reached/impacted by the event/activity *

Include an explanation on how these numbers have been reached.

Entry/ticket price of the event/activity *

Sponsorship Request Details

* indicates a required field

What support you are seeking? *

- ☐ Financial contribution
 - ☐ In-kind support
 - ☐ Use of banner sign poles at Bellerive Village and/or Rosny Park
- Tick all that apply

Please provide a description of the support you are seeking *

Total Amount Requested

Must be a dollar amount.

What is the total financial support you are requesting in this application?

If seeking in-kind support or use of banner poles, please specify your request:

Do you have other sponsors, or are you seeking other sponsorship for your event?

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If your event/activity has other sponsors, please outline their level of involvement.

How will you promote your event/activity? *

How do you propose to promote or communicate your event/activity? E.g. media coverage (television, radio, print), website, social media, promotional materials, etc.

How does the event/activity add value to City of Clarence?

If Council sponsored this event/activity, how would it benefit Clarence residents or visitors?

If your event/activity aligns with more than one of council's adopted strategies, then please tick any that apply *

- ☐ Active Living Strategy
- ☐ City Development Strategy
- ☐ Sustainability Strategy
- ☐ Community Wellbeing Strategy
- ☐ Cultural Creative Strategy
- ☐ Digital Strategy

Tips: To answer the question above, you may read more about Clarence City Council's organizational vision, mission, purpose and strategic plan. You can find more information [here](#)

How do you propose to acknowledge Council's sponsorship? *

Acknowledging Council as a contributor may include, but is not limited to: 1. acknowledgement in media releases and promotional activities. 2. council logo used in displays/promotions associated with the sponsorship. 3. brand exposure at events or associated functions. 4. opportunities for council to do onsite promotion during events. 5. opportunities for council participation in formal ceremonies.

How will you assist Council in measuring sponsorship effectiveness, especially the economic effect/outcome? *

How will the organisation be able to assist Council in measuring how effective its sponsorship was? What are the economic benefits of your event/activity? E.g. survey results, report, or financial statement detailing how the funds were spent; and economic value generated. Note: Successful applicants will be required to complete an acquittal form upon the conclusion of their events or activities.

Supporting Documentation

Attach a file:

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Upload any relevant information that may support your request.

Budget and Financial Contribution Request

Please outline your event/activity budget in the income and expenditure table below, including details of other funding that you have applied for, whether it has been confirmed or not.

All amounts should be GST exclusive.

Examples of income could include ticket income, or other grants or sponsorship income. Expenditure may include the cost of running the event, such as marketing costs, photography, project material costs, etc.

Use the 'Notes' column for any additional information you think we should be aware of.

Your budget MUST balance (TOTAL INCOME AMOUNT = TOTAL EXPENDITURE AMOUNT).

Please **do not add commas** to figures - e.g. type \$1000 not \$1,000 - this will ensure your figures for each table total correctly.

If your sponsorship request is to cover a specific expense only, such as a venue hire fee, please upload the relevant quote below.

Attach a file:

Income (GST exclusive)

Income Description	Income Type	Confirmed Funding?	Income Amount (\$)	Notes

Expenditure (GST exclusive)

Item	Expenditure Amount (\$)	Purpose	Funding Source	Notes
	Must be a dollar amount.			

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Budget Totals

Total Income Amount

This number/amount is calculated.

Budget Totals

Total Expenditure Amount

This number/amount is calculated.

Budget Supporting Documents

You may attach any supporting documents here, such as quotes or letters of support.

Attach a file:

Certification

* indicates a required field

This section must be completed by an appropriately authorised person on behalf of the applicant organisation (may be different to the contact person listed earlier in this application form).

I certify that to the best of my knowledge the statements made within this application are true and correct, and I understand that if the applicant/ applicant organisation is approved for this sponsorship, we will be required to accept the terms and conditions of the sponsorship as outlined in the letter of approval.

Signed by the Applicant who confirms by signing this Application that they have authority to act on behalf of the organisation.

I agree *

☐ Yes

☐ No

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Name of authorised person *

Title	First Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

Must be a senior staff member, board member or appropriately authorised volunteer

Position *

Position held in applicant organisation (e.g. President, Secretary, CEO, Treasurer)

Phone Number *

Contact Email *

Date

Must be a date.