

## MAJOR SPONSORSHIP PROCEDURE

### 1 Scope:

This procedure applies to Rockhampton Regional Council employees and Councillors, who administer and approve assistance provided through the Major Sponsorship Scheme.

### 2 Purpose:

To ensure there is a fair, equitable and transparent framework for the administration and approval of assistance through the Major Sponsorship Scheme.

### 3 Related Documents:

#### Primary

Major Sponsorship Policy

#### Secondary

Acquittal Report

Application Form – Major Sponsorship Scheme

Community Grants and Minor Sponsorship Policy

Information Guide for Applicants

Major Sponsorship Funding Agreement

Recordkeeping Policy

### 4 Definitions:

To assist in interpretation, the following definitions apply:

Community Organisation	As per schedule 8 of the <i>Local Government Regulation 2012</i> : a) An entity that carries on activities for a public purpose; or b) An entity whose primary objective is not directed at making a profit.
Council	Rockhampton Regional Council
Employees	<i>Local government employee</i> : (a) the chief executive officer; or (b) a person holding an appointment under section 196 of the <i>Local Government Act 2009</i> .
In-kind	Products or services provided in lieu of cash, valued at full commercial rate, also known as 'contra' (for example: payment of Council venue hire charges)
Region	Area defined by the electoral boundaries of Rockhampton Regional Council.
Sponsorship	Negotiated arrangement involving the provision of funds, or in-kind support in exchange for advertising, publicity or other benefits

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**Department:** Community Services  
**Section:** Communities and Facilities  
**Page No.:** Page 1 of 4

## 5 Procedure

The Major Sponsorship Scheme provides financial assistance of to organisations for major events that provide significant benefit to the Region. This may be in cash or in-kind support.

### 5.1 Eligibility

To be eligible to receive funding from the scheme the following criteria must be met:

#### 5.1.1 The organisation must:

- Be located and/or primarily operate within the Region;
- Be properly constituted and incorporated (if a community organisation);
- Be free of debt to Council;
- Hold public liability cover of \$20,000,000 for the event which assistance is sought;
- Have properly acquitted previous grants and/or sponsorship provided by Council; and
- Have the capacity to successfully manage the project; including meeting deadlines for grant expenditure and acquittal requirements

#### 5.1.2 The event must:

- Provide identifiable economic and community development outcomes for the Region;
- Be open for participation by the general community;
- Attract a significant number of visitors, including from outside the Region;
- Promote a positive image of the Region as a 'destination'; and
- Have a solid business and marketing plan

An organisation may only be funded for one such event per annum on an annual or recurrent basis, and Council may set a maximum funding amount per application to ensure equitable distribution of the overall budget allocated to the scheme for the year.

### 5.2 Applications

Applications for assistance under the Major Sponsorship Scheme will be invited at any time.

Applications must be submitted on the Major Sponsorship Application Form, (available on the Council website) with any requested attachments, by the stated closing date.

Applications received will be acknowledged within 10 working days of receipt of the application.

Assessment can only be based on the information provided so applicants are requested to ensure forms have been fully completed and required documents included. Incomplete or unsigned applications will not be considered.

### 5.3 Assessment

Applications received through the Major Sponsorship Scheme will be assessed by the Council table against the following criteria:

- Applicant's capacity to undertake the event including any experience with similar events, relevant approvals and permissions required;

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**Page No.:** Page 2 of 4

- Community need or desire for the event and how this was determined;
- Economic and community outcomes anticipated from the event;
- Number of participants, including out of area visitors; and
- Value for money, including realistic budget with projected cost recovery

The high demand for funding means that not all eligible grant applications may be able to be funded or funded for the amount requested. Success will depend on the number of applications received, the relative merit and quality of the application. Council may offer partial funding only.

All records will be retained by Council in accordance with Council's Recordkeeping Policy.

#### **5.4 Offers of Funding**

Following Council consideration, applicants will be advised in writing within 10 working days of the outcome of their application.

A formal Major Sponsorship Funding Agreement will be forwarded to successful applicants setting out the conditions for receipt and acquittal of the approved funds, and acknowledgement of Council's contribution. This agreement will need to be signed and returned by the specified date prior to any funds being provided. Organisations that fail to comply will not receive funding.

Details of approved projects, including the project description, name of the applicant organisation and the amount funded, will be made public via Council's website.

Decisions about the extent and type of assistance are final, and there are no appeal mechanisms.

#### **5.5 Acknowledgement**

Once an organisation has received sponsorship funding from Council acknowledgement of this funding is required on all printed material, media advertisements and releases, and signage at events. Any specific requirements will be detailed in the Major Sponsorship Funding Agreement.

#### **5.5 Accountability for Funds Received**

All recipients of funds will be required to complete a final acquittal report which should contain any copies of receipts for expenditure and be supported by photographs, copies of any print media coverage, publications, or other forms of documentation. The final report must be returned to Council within eight weeks of the event completion.

### **6 Review Timelines:**

This procedure will be reviewed when any of the following occur:

- 6.1** The related information is amended or replaced; or
- 6.2** Other circumstances as determined from time to time by the General Manager.

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**Section:** Communities and Facilities  
**Page No.:** Page 3 of 4

**7 Responsibilities:**

Sponsor	Chief Executive Officer
Business Owner	General Manager Community Services
Procedure Owner	Manager Communities and Facilities
Procedure Quality Control	Corporate Improvement and Strategy

**MICHAEL ROWE  
GENERAL MANAGER COMMUNITY SERVICES**

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**Page No.:** Page 4 of 4