



# Ku-ring-gai Council

Events and Festivals Sponsorship  
Program Guidelines 2024





## Sponsorship guidelines

Ku-ring-gai Council Events and Festivals Sponsorship Program provides financial support to eligible groups and organisations for the staging of events and festivals that support the outcomes of Ku-ring-gai's Delivery Program and Operational Plan.

We support individuals and organisations wishing to contribute to the vibrancy and experience of Ku-ring-gai by delivering exciting, inclusive and engaging events.

To be considered for sponsorship, applicants must be able to demonstrate how their initiative will benefit the local community and enhance Ku-ring-gai's visitation.

The overarching goal of the Council's event sponsorship program is to promote Ku-ring-gai as a major events destination and assist the economic and social growth of the region, while protecting its unique environment.



## The application process

Applicants seeking funding can apply through an online application form within the given timeframes.

All questions in the application form must be answered and any requested attachments provided in order to be assessed.

Council reserves the right to request further information when considering any application, as well as the right to reject any application that does not meet the criteria.

### **Applicants must demonstrate their event:**

- Significantly benefits the local economy by attracting visitors from outside Ku-ring-gai
- Generates media and brand exposure for Ku-ring-gai within and outside the region
- Is held within the boundaries of the Ku-ring-gai Local Government Area.

Applications may be directed to alternative Council funding programs during the assessment process if the funding program selected by the applicant is not deemed the most appropriate for the nature and scale of the event/festival.

### **Other Council funding opportunities include:**

- Ku-ring-gai Community Grants Program for arts & cultural activities, small equipment purchases, community development services and activities
- Environmental Levy Grants
- Heritage Grants

Before applying for an event sponsorship, applicants are encouraged to refer to the following documents:

- Ku-ring-gai Destination Management Plan 2017
- Delivery Program 2018-2021 & Operational Plan 2019 - 2020
- Community Strategic Plan 2038
- Sustainable Events Guidelines



## How is funding approved?

After the assessment process, funding recommendations up to the value of \$5,000 will be referred to the assessment panel for approval.

Funding recommendations in excess of \$5,000 will be reported to Council for a decision.

Priority funding will be given to new and innovative events enhancing Ku-ring-gai's annual event and festival program.

Assessment Criteria	Consideration	Weighting
Cultural Tourism	The event must assist in attracting new and repeat visitors from outside Ku-ring-gai by providing unique entertainment, cultural and recreational experiences.	40%
Economic Development	The event must show a measurable economic benefit to Ku-ring-gai and support local business where possible.	20%
Social and Community Development	The event must assist in the development of a strong and resilient community and increase the participation of people of all ages, ability and culturally diverse backgrounds	20%
Innovation	Developing new and sustainable events to enhance Ku-ring-gai's annual events and festival program.	10%
Sustainability	The event must implement sustainable practices	10%
<b>TOTAL</b>		<b>100%</b>



**Successful applicants will be required to:**

- Enter into a sponsorship agreement with Ku-ring-gai Council detailing benefits in return for the sponsorship investment. This agreement should outline benefits to your organisation by having Ku-ring-gai Council as a sponsor and how Ku-ring-gai Council will benefit and be acknowledged. Acknowledgements could take the form of marketing, branding and on site presence at the event.

Your application should outline

- Space for Council marquee or stall at the event
  - How and where the Ku-ring-gai Council logo will be displayed. Please refer to Ku-ring-gai Council Corporate style guide.
  - How Ku-ring-gai Council will be acknowledged in social media. Ku-ring-gai Social media handles are Facebook: @kuringgai Instagram: kuringgai\_council and X: @krgcouncil
- Provide an invoice for the agreed amount of funding plus GST (10%) if registered for GST.
  - Provide an acquittal report within 4 weeks after completion of event.

## Previous sponsorships

Example of events that have benefited from Ku-ring-gai Council sponsorships include:

- Wahroonga Food and Wine Fair
- Bare Creek Trail Run
- Bobbin Head Cycle Classic



## Eligibility

Ku-ring-gai Council offers sponsorship support to individuals or organisations whose activities display a strong, relevant and measurable benefit to the local community.

To be eligible for sponsorship, applicants must be:

- financially solvent;
- sole trader or individual;
- either a profit organisation or legally constituted not-for profit organisation;
- auspiced by a not-for profit organisation
- a resident of Ku-ring-gai, if applying as an individual

The event for which you seek sponsorship must demonstrate the benefits to Ku-ring-gai based on the assessment criteria.

## Ineligibility

Companies or individuals involved in the following are ineligible for Council sponsorship:

- tobacco, alcohol or drug related associations.
- services or products that are injurious to health
- initiatives that discriminate on the basis of race, sex, age, disability or religion
- perceived to be in conflict with Council's policies and responsibilities to the community
- services or products that carry high risk of reputational damage to Council
- in legal conflict with Council
- employees or Councillors of Ku-ring-gai Council
- an active involvement in the building and development industry in Ku-ring-gai.

All applicants will be notified of the outcome of their application in writing.

## Acquittals

All successful applicants will be required to submit an acquittal report outlining how the sponsorship has been spent. This report will be due within 4 weeks after the completion of the event. Applicants who do not complete and return an acquittal report will be ineligible for any future funding.



## Important Dates

1 May 2024 Sponsorship applications open

31 May 2024 Sponsorship applications close 5pm

## Additional Information

Ku-ring-gai Council fees and charges apply to all events held on or at Council managed properties. Applications are required to have made the venue booking prior to applying for sponsorship funding and must include all fees and charges as part of the application. The Council does not waive fees associated with venue hire, waste services, cleaning and road closures.

## How to apply

Events and Festivals Sponsorship applications must be completed online at [krg.nsw.gov.au/sponsorship](https://krg.nsw.gov.au/sponsorship)

Late applications will not be accepted.

Applications must be submitted by 5pm on the closing date.



## Further Information

For more information or assistance with your application, please contact:

**Melanie Morson**

Manager Visitor Experience and Events

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