Pyrenees
Shire Council

2024 Event Sponsorship Program Guidelines

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Introduction

Pyrenees Shire Council welcomes you to the 2024 Event Sponsorship Program

Through the Event Sponsorship Program, Council aims to build stronger communities that deliver improved economic, social, and environmental outcomes for our residents and visitors.

The Program assists in delivering on the following visions:

Community Vision 2031

- Our Vision is for inclusive, happy, and healthy connected communities that create sustainable and welcoming townships, natural environments, and rural areas.

  We attract diversity through promoting innovation, growth and partnerships while addressing climate and community needs such as reliable and responsive infrastructure, affordable services and housing whilst protecting our natural environments.

The Program supports the development of a self-help culture among community groups and encourages both groups and local business to work in partnership with Council.

Funded projects will include those that motivate and inspire community involvement and create active, proud, confident, and inclusive communities. Others may be practical projects that help our communities deliver on identified local needs.

Applications must be for events, which assist in the development of sustainable programs, economies, and communities.

These Guidelines are provided to support applicants with information on making an application to Council. Referring to the Guidelines will improve your understanding of the assessment process and improves your ability to submit a quality application.

What you need to know

Key Program Dates

Our Event Sponsorship program will open and close on the below schedule:

Community Resilience Grant Program	
Open Date:	1 February 2024
Close Date:	22 April 2024
Assessment Period:	April – May 2024
Council to Award:	27 May 2024
Projects completed and Acquitted:	30 April 2025

Our Support to you

Council offers applicant support sessions to help you complete your application. Dates may be subject to change, so please check our website at www.pyrenees.vic.gov.au/funding for dates and times.

Drop-in Session	Date/Time	
Avoca	Wednesday 14/2/2024	11am – 4pm
Snake Valley	Friday 16/2 /2024	2pm – 4.30pm
~~Redbank~~	~~Tuesday 27/2/2024~~	~~12.30pm – 2pm~~
~~Beaufort~~	~~Friday 23/2/2024~~	~~2pm – 4.30pm~~
~~Avoca~~	~~Wednesday 28/2/2024~~	~~11am – 4pm~~
Lexton	Monday 4/3/2024	9.30am – 11.30am
Beaufort	Tuesday 12/3/2024	9.30am – 11.30am
Avoca	Wednesday 13/3/2024	11am – 4pm
Beaufort	Friday 22/3/2024	1pm - 3pm
Redbank	Tuesday 26/3/2024	12.30pm - 2pm
Avoca	Wednesday 27/3/2024	2pm - 4pm
Avoca	Wednesday 10/4/2024	2pm - 4pm
Landsborough	Monday 15/4/2024	1pm - 3pm

Council's Community Wellbeing and Grant Coordinator offers online support sessions by appointment. To make a reservation, please contact:

- Community Wellbeing and Grants Coordinator
- Phone - 1300 797 363
- Email - communitydevelopment@pyrenees.vic.gov.au

Council's website at www.pyrenees.vic.gov.au/funding also has great resources to support grant seeking activity, where you can find:

- A frequently asked question section,
- Previous successful grant applications,
- Project best practise examples, and
- Other grant opportunity links.

Please leave plenty of time to prepare your application.

Available Funding

There are a range of program streams available to meet your needs across the year:

Funding Category	Total	Applications Open
Event Sponsorship	Up to $2,000	Now Open
Event Signage Subsidy	up to $250	Ongoing
Responsive Grant	up to $500	Ongoing
Grant and Sponsorship: - Programs, Projects & Activities - Minor Capital Works - Equipment	Up to $2,000 Up to $7,000 Up to $2,000	July / August TBC 2024

Groups are encouraged to continue to check Council's website on any changes and updates www.pyrenees.vic.gov.au/funding.

All funding categories must relate back to the objectives of the Council Plan 2021-2025.

All documents are also accessible from Council's website: https://www.pyrenees.vic.gov.au

To access hard copies of any of Councils' Plans and Strategies (if you do not have internet), please contact the Community Wellbeing and Grants Coordinator on 1300 797 363.

The Community Funding Program is accessed through an online application form.

You can preview the application form and you can save and return to your application as often as you like before the final submission. Council officers are there to support you in this process.

What we fund

Council seeks to increase accessibility and inclusion for all community, encouraging events that support:

- Aboriginal and Torres Strait Islander people
- Active participation (leisure, exercise, and sport)
- Arts and culture
- Community health, safety & wellbeing
- Community lifelong learning
- Environmental sustainability
- Families and children
- Health promotion
- Healthy ageing and older adults
- LGBTIQA+
- Multicultural communities
- People with a disability
- Social inclusion, recovery, and resilience
- Young people (12-24)

Funded projects will be those that motivate and inspire community involvement and build a sense of belonging and community pride.

Completing an application

Please make sure you are eligible – do not waste time if your application will not be considered:

- Engage with Council's Community Wellbeing and Grants Coordinator or Events Officer, to seek advice and support.
- Ensure your project has evidence to justify support and make a link to a council strategy to ensure alignment to a council direction.
- Make certain you have all required budget documents and your budget balances.
- Answer all sections of the application form and focus on clear project justifications.

Note that information contained in grant applications may be used in Council promotional material.

Need an auspice?

- If your group is not incorporated or does not hold current public and products liability insurance, you may still apply, but through an auspice organisation.
- An auspice is an incorporated organisation that holds current public and products liability insurance, agreeing to take responsibility for your grant. The organisation receives the funding on your behalf and distributes the funds to your group for the delivery of the project.

  The auspice organisation is also responsible for acquitting funds. A letter confirming the auspice arrangement, on the auspice organisation's letterhead, must be attached with your application.

  Find out more about how to auspice from Justice Connect - https://www.nfplaw.org.au/auspicing
- If you are not incorporated and would like to become incorporated, you may contact the Office of Consumer Affairs Victoria on 1300 558 181 or visit www.consumer.vic.gov.au.

'Our Community' provides a great online supply of advice, resources, and training for community groups on applying for grants. More information is available on the 'Our Community' website www.ourcommunity.com.au

Event Sponsorship

This category provides for the development and support of new and existing community and tourism events, which provide vibrant and diverse experiences for both residents and visitors to Pyrenees Shire.

Applications should seek to demonstrate how the event will:

- Provide opportunities for cultural expression, social interaction, and entertainment.
- Support the implementation of successful events that engage residents, visitors, and businesses.
- Promote Shire townships as destinations to visit, stay, explore, and invest.
- Increase visitation to contribute to the economic development of the Shire.

Types of projects could include festivals, open days, networking events, exhibitions, concerts, regional sporting competitions, and community celebrations.

If successful in your application, Pyrenees Shire Council will be recognised as an event sponsor through:

- Recognition as a sponsor in all printed and e-materials,
- Display of Pyrenees Shire Council banners and/or signs at the event,
- The use of the Pyrenees Shire Council logo in all printed material and on electronic mediums, and
- The opportunity for the Mayor (and/or Councillors) to take part in official duties (if appropriate).

Applicants will be supported with one off grants. In circumstances where Council deem funding stability over more than one year is necessary to appropriately achieve a sustainable outcome, a multiyear sponsorship agreement may be considered; these must be able to demonstrate:

- A clear increase to external visitation through celebrating Pyrenees strengths and unique tourism attributes.
- A strong investment/ economic return into the visitor economy.
- A clear evidence base of need for ongoing council investment (i.e., feasibility study, business case, business plan, financial plan, or financial modelling).

Multiyear requests will be subject to liaison with Council events team. To be considered, please check the "Event Sponsorship (recurring annual tourism event)" box on the application form.

Whilst making application for funding, note that local events should register their activity by completing an Event Application Form. Information on this process can be found at: https://www.pyrenees.vic.gov.au/Work-Invest/Planning-your-event

Ideas, support, and application references may be made to the strategic objectives contained within the following Plans:

- Community Vision - Shaping the Pyrenees
- Council Plan 2021 - 2025
- Tourism Strategy
- Economic Development Strategy

Delivering events may need permission to erect temporary structures, implement a traffic management plan or install temporary signage etc. that needs approval. To check what event permits you may need, please read Council's Event Sense Guide to running an event in Pyrenees Shire found at https://www.pyrenees.vic.gov.au/Work-Invest/Planning-your-event

General Guidelines

The following provides guidance on requirements that are common to all program categories.

Applicants in all categories must:

- Have no outstanding legal matters or unresolved debts with Council.
- Have no unresolved action concerning a notice or order related to a planning, building or environmental health issue.
- Have met all acquittal conditions of any previous Council funding.
- Adhere project delivery to relevant legislation (i.e., Equal Opportunity Act 2010) and in accordance with all Council statutory requirements, relevant building codes and heritage guidelines.
- Have obtained relevant quotations for goods and services from registered suppliers.
- Conduct the project within the Shire. If not, the benefit to Shire residents must be demonstrated (incl. evidence / statement as to why it cannot occur in the Shire).

Applicants are encouraged to speak to the Community Wellbeing and Grants Coordinator where you may wish to confirm eligibility requirements.

Event Sponsorship applicants:

Applicants must be either a:

- Community Group or not-for-profit organisation located in the Pyrenees Shire.
- Not-for-profit organisation located elsewhere but provide services or programs to Pyrenees Shire residents.
- A committee appointed by Council or a Council Community Assets Committee.
- The event location must be based in the Pyrenees and demonstrate broad economic & community benefit,
- Businesses must be registered for an ABN.

What the Program wont fund

The program is not able to fund:

- Ongoing operational costs (i.e., salaries, utility expense, transport, venue hire).

  Payment of staff may be supported where the applicant demonstrates an essential need to enable a project. Applicants must show how they will self-sustain any staff engagement post funding (if required).

- Routine and regular maintenance.
- Exclusive events (i.e., those that do not include broad community participation).
- Projects unreasonably duplicating existing services in the Shire.
- Projects solely for the purpose of fundraising.
- Projects not meeting relevant Standards or other legislative obligations (e.g., lighting projects, court dimensions etc.).
- Projects that have been funded through the Program previously.
- Projects that require ongoing funding from Council.
- Projects that have already commenced or have been completed.
- Projects designed to promote religious, discriminatory, or party-political views.
- Late or incomplete applications, including those without necessary supporting documents.

Other factors considered

- Where applicable, applicants must identify what planning, building, event, or other permits required to undertake the project.

  Permit processes, if required, can run in tandem with an application.

  Costs of required planning / building permits must be included in project budgets.

- Council may choose not to fund a project by applicants who have previously received funding, should the current program be oversubscribed.
- Groups may submit multiple applications, but they must be for different projects.

  If submitting multiple applications, applicants need to state priority order of applications.

- Groups may apply for consecutive funding rounds; however, preference may be given to those who did not receive successful funding within the previous round.

If you feel your project idea is a unique circumstance to any of the above directions, you are encouraged to speak to Council's Community Wellbeing and Grant Coordinator to discuss.

Funding Criteria

Assessments are based on merit of the application in response to assessment criteria nominated below.

The Program can experience high demand. As such, not all applications may be successful. Consequently, applicants should make every effort to submit a comprehensive application.

Applications will be initially screened for eligibility and provision of required documentation. Any applications that do not meet eligibility requirements will not proceed to the formal assessment phase.

Ability to demonstrate	Description	Weighting
Criteria 1 - Need: Why is the Project important, needed, and justified?	• Demonstrated evidence / link to strategic directions of council / community. • Clear expression of the project aims / objectives. • Evidence in addressing a need or opportunity. • Extent to which the project increases access to recreational, social, cultural, environmental, or economic benefits.	30%
Criteria 2 - Benefit: Who will the Project benefit and who are the target participants / audience?	• Number of positively affected partners, and the audience and participants involved. • Use of local suppliers and support partners. • Measurable impact on project participants particularly any hard to reach, vulnerable or priority community segments.	40%
Criteria 3 - Delivery: How will the Project be delivered?	• Evidence of project planning with the demonstrated skills and experience to deliver the Project. • Clear and accurate timelines / milestones and budget planning that is supported by other forms of funding and quotations (where applicable). • Considerations made of risk management, OHS and project sustainability (if applicable).	30%

The Application Form provides questions that will guide your response to the above criteria.

Budget Management

The budget you submit needs to include all income and expenditure related to the project, including:

- The anticipated grant amount appearing as income.
- Declaration of all income sources relating to the project, including other grants and sponsorships.
- Total Income (incl. the anticipated grant) should equal your Total Expenditure.
- Reflect donations and in-kind assistance (i.e., free venue hire) in both sides of your budget.
- Council will not be responsible for under estimation of costs.
- An example budget is provided for reference on council's website at: http://www.pyrenees.vic.gov.au/Community/Community-Funding-Program/Case-studies-and-templates

Why we ask for a minimum funding amount on the application form

- While Council strives to fund full amounts requested, if there is a full subscription of applications, funds may not be available.
- Successful applicants may be offered a lower amount than requested. Therefore, we ask what the minimum funding is required for the project to run and provide opportunity for you to describe any impact a lower funding amount may create.
- We strongly encourage applicants to make use of these questions when appropriate so that the assessors can make informed decisions.

Applicants' financial contribution

Council appreciates financial challenges resulting of the COVID-19 pandemic. However, there is requirement for larger projects to contribute financially:

- For small requests, no applicant cash or in-kind contribution is required.
- For larger projects, applicants should provide contributing resources.
- Council will provide funding on a 2:1 basis for projects, meaning that for every $2 provided by Council, successful applicants must contribute a minimum of $1 towards the project cost (including in-kind).
- In kind contributions by business applicants will not be eligible for matching contributions.

Should applicants be able to demonstrate financial hardship, the above financial requirements may be negotiated. Please discuss with the Community Grants Coordinator, prior to lodging your submission.

Funding Category	Total	Funding Ratio
Event Sponsorship	Up to $2,000 $2,000 and over	No contribution $2 : $1

Documenting In kind support in your budget

- The value of in-kind support should be reflected in both your income and expenditure.
- In-kind includes contributions by volunteers and suppliers in terms of time, goods or professional services donated.
- Estimating the work required will help you determine the level of applicant contribution required and helps to demonstrate the true value of your project.
- It is good practice to also supply a breakdown of estimated in-kind support to show how the figure in your budget was reached. i.e.:
  - General committee member contribution (e.g., planning, coordination, etc.) @ $20 per hour.
  - Specialist/expert contribution (e.g., tradesperson, professional service) @ $45/hr.

Compliant financial contribution – Grant and Sponsorship Category:

Council Requested Grant	Applicant Contribution		Total Project Value	Eligible	Explanation
	Cash	In-kind			
$2,000	$1,000	$0	$3,000	Yes	$2: $1 funding ratio met with cash
$2,000	$500	$500	$3,000	Yes	$2: $1 funding ratio met with in-kind and cash

How to manage GST

- If your organisation IS registered for GST – please do not add GST to any amounts in your budget.
- If your organisation IS NOT registered for GST – please include all GST on expenditure items.

Additional information you will need to attach

Mandatory documents

- Incorporated groups must provide a copy of their most recent Profit and Loss statement or Bank Statement (from the past 3 months).

- Third party supplier quotes (where applicable).

- Certificate of Currency for Public and Products Liability Insurance.

  Applicants must hold current Public and Products Liability Insurance (unless covered under Council's policy) to protect against legal liability for third party injury, death and/or Damage to Property caused by an occurrence in connection with the applicant's activity.

  If your group does not wish to purchase liability insurance, you may make application through an auspice organisation.

  Applicants can purchase insurance from any insurance provider appropriate for the activity being funded or by contacting:

  Local Community Insurance Services

  https://www.localcommunityinsurance.com.au

  1300 853 800

  insurance@lcis.com.au

- Businesses must be registered for an ABN. Property owners without an ABN must complete an ATO 'Statement by a Supplier' form.
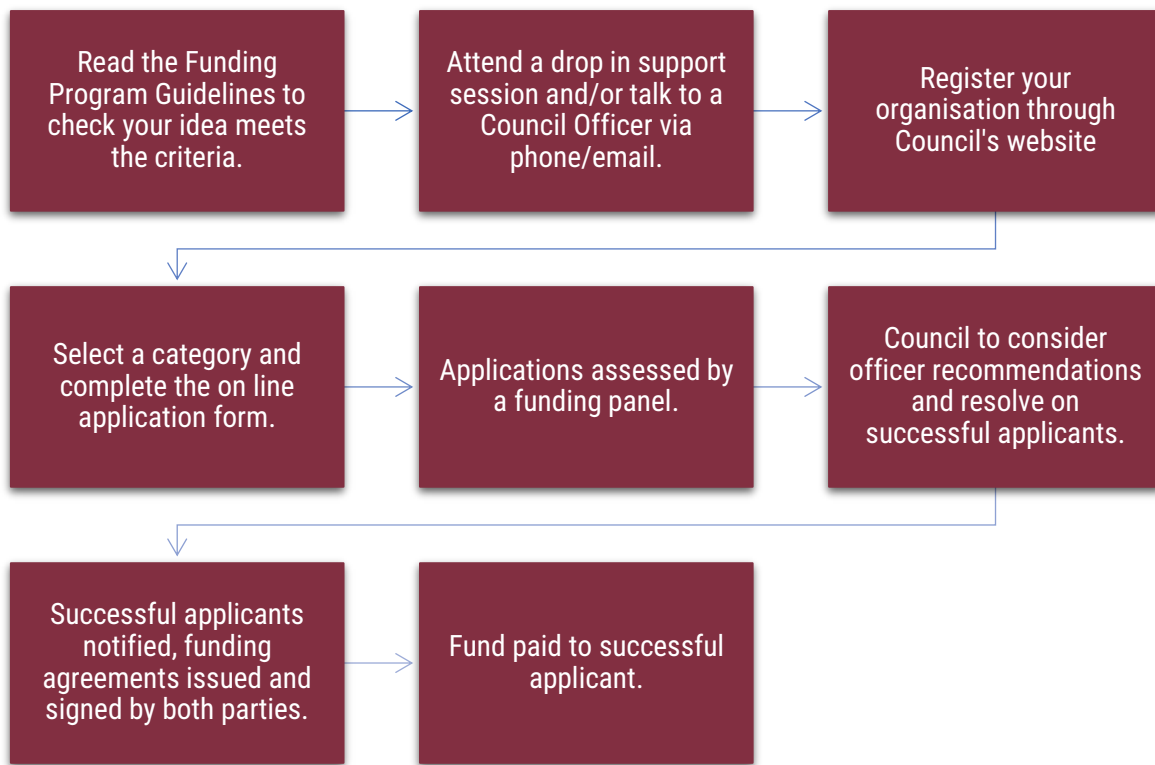
Other documents where applicable

Applicants are encouraged to provide other supporting documents to demonstrate project need and vision.

These may include:

- Current condition photographs, including affected area close ups.

- Photo examples of proposed equipment / design / outcomes, etc.

- Project/ event site map/s.

- Design plans.

- Asset condition reports.

- Confirmation of any other funding sources secured or applied for but not yet confirmed.

- Letters of support Including letter confirming auspice (if required).

The Application Process

Begin your application as early as possible and submit your application before the due date. This enables officers to collaborate with you on any missing elements before the closing date of submissions.

Read the Funding Program Guidelines to check your idea meets the criteria.	Attend a drop in support session and/or talk to a Council Officer via phone/email.	Register your organisation through Council's website
Select a category and complete the on line application form.	Applications assessed by a funding panel.	Council to consider officer recommendations and resolve on successful applicants.
Successful applicants notified, funding agreements issued and signed by both parties.	Fund paid to successful applicant.	

How are applications assessed?

- All applications are assessed in alignment with these Guidelines, the completed Application Form and in any associated attachments.
- An Officer Assessment Panel is appointed to assess all applications and make recommendation to Council for Grants / Sponsorships and the Chief Executive for Responsive Grants.
- Decisions on the allocation of funds are based on assessment criteria defined in this document.

Only applications that meet the program criteria will be presented for decision. Consultation will occur with ineligible applicants prior to Assessment Panel meetings on the status of their application.

Outcomes of Applications

- Applicants will be notified in writing of Council's decision, including the funded amount and any conditions of the funding agreement (if applicable).
- Those unsuccessful will be responded to in writing and offered opportunity to discuss the outcome.
- All successful grant funds, except for event sponsorship, will be released upon applicants signing their Funding Agreement.

  Successful event sponsorship applicants must complete and event application form. Council will provide the grant funding only after the event application is accessed and all relevant permits are obtained..
- Council cannot release funds where a planning permit is required and has not / will not be granted.

Acquittal

- Upon success of a funding application, recipients must complete a Funding Acquittal, which includes financial acquittal and an outline of the achieved outcomes of the activity.

- Successful applicants will be required to complete the grant acquittal within 12 months of receiving funding or 2 months of completion of the project (whichever is sooner).

  It is appreciated that at times, factors outside of the applicants' control may delay completion timelines. These could include contractor availability or planning approvals.

  If this is the case, ongoing communication is required with Council's [Community Wellbeing and Grants Coordinator](#) to document project timeframe extensions that ensure your compliance with acquittal requirements.

- Failure to appropriately acquit will result in ineligibility for future grants.

- Any unspent funds at the conclusion of the project must be returned to Council.

Acknowledgement

- Information and detail provided in applications may be used in Council produced promotional and advertising material.

- Applicants will be required to acknowledge Pyrenees Shire Council's funding support provided through the Community Funding Program.

- An approved logo can be included on appropriate materials such as project collateral, media releases and signage.

- The successful applicant must consult with Council to coordinate any announcements related to the project, including:

  - Press releases, announcements and promotional material regarding the project should recognise Council's contribution and support e.g., "Pyrenees Shire Council Community Funding Program."

  - Recognise Council at any event or activity as an outcome of the funding, including invitation to Pyrenees Shire Councillors at any opening, launch or celebration of the project.

Support and Assistance

- It is important to discuss your grant application with a Council Officer before applying.
- Initial enquiries and guidance can be managed through the Community Wellbeing and Funding Coordinator, however other specialised Council Officers are available to support applications.
- It is important that you talk through your project ideas with an officer responsible before applying. Council Officers can give advice on how to shape your application to give it every chance of success.
- All officers can be contacted via Council's main call line of 1300 797 363; please call and reference the officer you wish to talk to, quoting the project you wish to discuss.
- Please refer to the table below for suitable contacts:

Community Funding Program Support	
General Program, Application Enquiries and Support	Ned Patterson Community Wellbeing and Grant Coordinator 1300 797 363 – commdev@ pyrenees.vic.gov.au
Event Sponsorship Category Support	
Community Grants – General Enquiry Responsive Grant – General Enquiry	Ned Patterson Community Wellbeing and Grant Coordinator 1300 797 363 – commdev@ pyrenees.vic.gov.au
Event Sponsorship – General Enquiry Event Signage Subsidy – General Enquiry	Melissa Dimond Business Support & Events Officer 1300 797 363 - melissa.dimond@pyrenees.vic.gov.au

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Council office location

Our Council is located at:
5 Lawrence Street
BEAUFORT   VIC   3373
Phone: 1300 PYRENEES (1300 797 363)
Fax: (03) 5349 2068
Email: pyrenees@pyrenees.vic.gov.au

Avoca Information and Community Centre

Located: 122 High Street, Avoca

Phone: 5465 1000

Email: aic@pyrenees.vic.gov.au

Beaufort Community Resource Centre

Located: 72 Neill Street, Beaufort

Phone: 5349 1180

Email: bcrc@pyrenees.vic.gov.au