



EVENTS SPONSORSHIPS GUIDELINES 2023/24

Wakefield Regional Council's Community Grants Program aims to provide financial support to community not-for-profit organisations to connect people in our region and support delivery of our Wakefield 2030 Community Plan and vision:

Wakefield is a thriving and connected regional community known for its lifestyle, vibrant towns and economic prosperity. The region is growing, supported by quality assets and driven by a strong sense of pride and confidence. **Wakefield is a great place to do business and a great place to belong.**

Applicants must demonstrate alignment with at least one of the three themes of Wakefield 2030:

- **Liveable Communities** – activities that enhance the quality of life for our community.
- **Thriving Region** – activities that encourage economic growth and development.
- **Sustainable Future** – activities that support sustainability in the use of waste, water and energy, or promote and enhance the environment.

Events Sponsorships

Up to \$500 for minor events. Up to \$2,000 for major events.

Open all year until budget is expended

Assessed by Community Development Officer; Approved by CEO in consultation with the Mayor

Examples only:

- Major street activation events
- Town hall productions
- Festivals (non-exclusive) Events that celebrate the region's culture, history and arts
- Events to promote community pride
- Art exhibitions
- Museum events
- Come and try events
- Community markets

For more information contact:
Community Events Officer
Wakefield Regional Council
PO Box 167
BALAKLAVA SA 5461

Who can apply?

- Wakefield-based not-for-profit organisations that provide benefit to the Wakefield community.
- Organisations must have an ABN, evidence it is a not for profit and a bank account.
- Groups must have appropriate insurance cover.
- Eligibility does not guarantee grant funding.

Who is ineligible?

In line with Council's Grants, Sponsorships and Donations Policy, grants will not be provided:

- To organisations which are, or may be perceived to be, in conflict with Council's policies, plans and responsibilities to the community;
- To groups, projects or events that exclude any sectors of the community based on culture, gender, sexuality, religious belief, race or disability;
- To organisations which are in legal conflict with or indebted to Council, or who have not appropriately delivered previously funded projects;
- To organisations involved in the manufacture, distribution and wholesaling of a) Tobacco and tobacco-related products; b) Alcoholic products where such a sponsorship would be related to services or activities for youth;
- To individual people – other than through an existing program;
- To Council Elected Members or employees (or their families).

Activities that may be funded

Eligible for funding	Not eligible for funding
Projects that align to Wakefield 2030 and have a clear purpose and plan for delivery	Projects that do not have a clear plan or do not align to Wakefield 2030
Projects that are 'investment ready' and can be delivered within 12 months of funding (or 18 months for major grants related to infrastructure projects)	Completed or substantially completed activities. Council may consider support for such projects if they have arisen from an unforeseeable emergency
Expenses reasonably expected in delivery of the activity (e.g. materials, plans, infrastructure)	Rent, rates or other general/recurrent expenses (phone, utility, insurances, wages etc)
Projects/activities that are inclusive and accessible	Projects/activities that exclude sectors of the community
Projects/activities on community land	Projects/activities on private property

General guidelines:

- Applicants may not receive the full amount sought. Final decision will always rest with Council.

- Successful applicants will be required to acknowledge Council’s contribution in communications relating to the project/activity. For major grants it will be a requirement to acknowledge Council by use of the WRC logo and the words ‘Proudly supported by ...’ or similar wording to be agreed with Council. The logo will be provided in appropriate format to relevant successful applicants.
- Council may freely use information about the grants and successful projects in communications.
- Applications must be submitted using Council’s forms, with all required evidence attached.

Assessment/approval process

The assessment/approval process for events sponsorships will be managed by Council administration:

Initial assessment	Application to be checked against eligibility / guidelines. An initial assessment to be undertaken against weighted criteria. Recommendation drafted for CEO / Mayor review.	Community Events Officer	Within one week of receipt
Approval	CEO to approve following consultation with Mayor.	CEO and Mayor	Within three weeks of receipt
Open once budget is approved and all year until budget is expended.			

Assessment criteria – Event Sponsorship

What we will consider	What we want to see	Weighting
Community benefit	<ul style="list-style-type: none"> The activity will benefit the Wakefield community The applicant organisation has reasonably engaged with the community if required (e.g. event neighbours supportive) 	30%
Wakefield 2030 alignment	<ul style="list-style-type: none"> The activity will help deliver the Wakefield 2030 Community Plan – vision, themes, key strategies and/or priority actions 	20%
Access and inclusion	<ul style="list-style-type: none"> The activity will provide low/no cost involvement The activity will be promoted and accessible to people with disability 	20%
Project governance / risk	<ul style="list-style-type: none"> The applicant has ability to deliver the activity as described The applicant is clear on the roles within their organisation that will be responsible for the delivery of the activity <p><i>It will be mandatory for applicants for events sponsorship to adhere to all safety and public health requirements – including COVID-19 directions from the South Australian Government. Council will seek to assist with necessary permits to support the delivery of safe events in the community.</i></p>	15%
Budget / finances	<ul style="list-style-type: none"> The applicant has demonstrated how funds will be used The activity budget reflects the likely expense <p>Preference will be given to applications where the applicant organisation is matching the overall cost either through dollar for dollar funding or in-kind contributions (e.g. \$45.10 per hour volunteer labour)</p>	15%