

# REGIONAL EVENTS SPONSORSHIP FRAMEWORK Guidelines



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## 1 Purpose of the Program

The Regional Events Sponsorship Program supports high-quality events that attract visitors, stimulate local economic activity and showcase the unique character of Hindmarsh Shire. The program provides sponsorship of up to \$7,500 to assist event organisers in delivering regionally significant events that enhance tourism, strengthen community pride and contribute to the vibrancy of our towns. Funding is intended to support events that bring new audiences into the Shire, generate measurable economic and social benefits, and align with Council's strategic priorities for regional activation, destination development and community wellbeing. By investing in events that elevate the profile of the region, the program aims to foster a thriving, diverse and sustainable events calendar that delivers long-term value for residents, businesses and visitors.

## 2 Program Overview

<b>Program name</b>	Regional Events Sponsorship Framework
<b>Funding type</b>	Sponsorship
<b>Total funding available</b>	\$25,000
<b>Funding structure</b>	One round, then rolling
<b>Maximum funding per application</b>	Up to \$7,500 unless otherwise resolved
<b>Co-contribution requirements</b>	1:1
<b>Approval Authority</b>	Council for Round 1 and allocations of \$2,000. CEO for allocations under \$2,000
<b>Round 1 Application Period</b>	July – September

## 3 Governance Framework

Council administers all grant and sponsorship programs in accordance with the Grants Administration Policy (C032), the *Local Government Act 2020*, Council's Governance Rules and Codes of Conduct, and Council's Fraud and Integrity framework.

Council is committed to ensuring that funding programs are administered consistently and fairly, assessed objectively against approved criteria, supported by clear documentation and records, and capable of independent and public scrutiny.

## 4 Eligibility

To be eligible for support through the Regional Events Sponsorship Program, applicants must meet all of the following criteria:

- The applicant must be an incorporated community organisation, not for profit group, event committee, or eligible business operating within or delivering an event in Hindmarsh Shire.
- The event must be held within Hindmarsh Shire and demonstrate clear and measurable economic and visitation benefits to the Shire.
- The event must be regionally significant, attract visitors from outside the municipality, or contribute meaningfully to tourism, economic activity or regional profile building.
- The event must occur within the financial year of the application and must not have commenced prior to funding approval.
- Applicants must hold appropriate public liability insurance and comply with all relevant permits, regulations and legislative requirements.

- Applicants must demonstrate a viable event budget, including confirmed or potential income sources, and show that sponsorship funding is necessary and appropriately allocated.
- Applicants must demonstrate the organisational capacity, experience and resources required to successfully plan, deliver and acquit the event.
- The event must align with Council's strategic objectives for tourism, regional activation, economic development and community wellbeing.
- Applicants with outstanding acquittals or compliance issues from previous Council funding are not eligible until these obligations are met.
- Events that are primarily private, political, religious, profit driven without community benefit, or fundraising only activities are not eligible for sponsorship.

Funding will not be provided to multiple applicants for the same activity or event. Council encourages groups who are involved in joint projects to collaborate on the submission of a single application.

## 5 Application/EOI Timing and Process

The Regional Events Sponsorship Program operates through a two-stage timing model.

A single open round will be held early in the financial year and will operate as a formal application process. This round provides event organisers with a transparent opportunity to submit a full application, outline their event concept, and demonstrate alignment with Council's strategic, economic and community priorities. Assessing applications early enables Council to consider events in a consistent manner, identify potential sponsorship partnerships in advance, and support the development of a coordinated and high-quality regional events calendar.

Following the early application round, any remaining funds allocated for major regional events may be accessed through a rolling Expression of Interest (EOI) process. This EOI pathway is intended for significant opportunities that arise outside the initial round, such as major event partnerships, co-contribution requests or seed funding for regionally impactful initiatives. EOIs allow Council to respond flexibly to emerging opportunities while ensuring all requests are assessed consistently and in accordance with Council's Contributions, Donations and Sponsorships Policy.

## 6 Submission of Applications and EOIs

Applications and EOIs can be submitted via the online form. Alternatively, the application form can be downloaded and completed. Applications and EOIs should be forwarded to Council's Grants team via any of the below methods:

<b>Online</b>	Visit our website, or use this link: <a href="https://www.hindmarsh.vic.gov.au/Community/Apply-for-Grants">https://www.hindmarsh.vic.gov.au/Community/Apply-for-Grants</a>
<b>Email</b>	Email your application, along with all required attachments to grants@hindmarsh.vic.gov.au
<b>In Person</b>	Hand in your printed application and attachments to any of our Customer Service Centres in Dimboola, Jeparit, Nhill and Rainbow
<b>Mail</b>	Send your printed application and attachments to: Grants Team Hindmarsh Shire Council PO BOX 250 Nhill VIC 3418

## 7 Assessment

Assessment criteria for each stream are detailed in the relevant section. All events will first be considered against the following Pass/Fail criteria. Applications that do not pass all criteria may not be progressed to formal assessment.

<b>Requirement</b>	<b>Pass / Fail</b>
Applicant is an incorporated community organisation, not-for-profit group, event committee, or eligible business	Pass / Fail
Event will be held within Hindmarsh Shire or demonstrates clear economic/visitation benefit to the Shire	Pass / Fail
Event is regionally significant and expected to attract visitors from outside the municipality	Pass / Fail
Event has not commenced prior to funding approval	Pass / Fail
Applicant holds appropriate public liability insurance	Pass / Fail
Applicant can meet all relevant permits, approvals and compliance requirements	Pass / Fail
Applicant demonstrates financial viability and provides a clear event budget	Pass / Fail
Applicant has the capacity and experience to deliver and acquit the event	Pass / Fail
Event aligns with Council's strategic objectives for tourism, regional activation, economic development and community wellbeing	Pass / Fail
Applicant has no outstanding acquittals or compliance issues from previous Council funding	Pass / Fail
Event is not private, political, religious, profit-driven without community benefit, or solely fundraising-based	Pass / Fail

The second assessment will comprise of the following –

<b>Criteria</b>	<b>Value</b>	<b>Assessment Considerations</b>
<b>Regional Impact and Visitation</b>	<b>30 points</b>	Extent to which the event attracts visitors from outside the municipality, supports regional tourism, and contributes to increased economic activity. Strength of evidence demonstrating expected visitation, regional reach, or destination-building outcomes.
<b>Economic and Community Benefit</b>	<b>25 points</b>	Demonstrated benefits for local businesses, community groups, and the broader community. Contribution to local spending, volunteer involvement, community pride, or activation of public spaces. Clarity of anticipated outcomes and who will benefit.
<b>Event Quality, Planning and Deliverability</b>	<b>20 points</b>	Strength and clarity of the event plan, including logistics, programming, risk management, and operational readiness. Evidence of organisational capacity, experience, and ability to deliver a safe, well-managed event.
<b>Strategic Alignment</b>	<b>15 points</b>	Alignment with Council's strategic objectives for tourism, regional activation, economic development and community wellbeing. Contribution to a diverse, vibrant and sustainable regional events calendar.
<b>Value for Money and Financial Sustainability</b>	<b>10 points</b>	Appropriateness of the funding request relative to the event's scale, impact and budget. Evidence of co-contributions, partnerships, sponsorships or diversified income sources. Long-term sustainability or potential for growth.

## 8 Funding Conditions

Sponsorship provided through the Regional Events Sponsorship Program is subject to the following conditions:

- Funding of up to \$7,500 may be awarded, with the final amount determined by Council or the Chief Executive Officer based on assessment outcomes, available budget and demonstrated need.
- Sponsorship must be used solely for the purposes outlined in the approved application or EOI. Any changes to the funded activity, budget or event scope must be approved by Council in writing prior to implementation.
- Successful applicants must acknowledge Council’s support in all promotional materials, media releases, event signage and public communications, using the approved logo and wording provided by Council.
- Applicants must obtain and maintain all necessary permits, approvals and insurances required to deliver the event safely and legally. Evidence of public liability insurance must be provided prior to release of funds.
- Sponsorship funds will be released in accordance with Council’s payment processes, which may include staged payments or provision of invoices, depending on the nature of the event.
- Council may request evidence of expenditure, supplier invoices or other documentation to verify appropriate use of funds.
- If the event is cancelled, significantly altered or does not proceed as planned, Council reserves the right to withdraw funding, request repayment, or adjust the sponsorship amount.
- Successful applicants must submit a completed acquittal report within the required timeframe, including financial documentation, attendance data, promotional examples and an evaluation of outcomes.
- Applicants with outstanding acquittals or compliance issues from previous Council funding will not be eligible for further sponsorship until all obligations are met.
- Council reserves the right to decline sponsorship or adjust funding levels where proposals do not sufficiently demonstrate regional impact, strategic alignment or value for money.

## 9 Further Information

Further information can be provided by Council’s Economic Development and Tourism Team. They can be contacted by phone at (03) 5391 4444 or by email at [info@hindmarsh.vic.gov.au](mailto:info@hindmarsh.vic.gov.au).

## 10 Document Control

<b>Regional Events Sponsorship Program Guidelines</b>		<b>Policy Category</b>		Guidelines
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