

# Sponsorship Guidelines



Guideline  
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City of  
Newcastle

**City of Newcastle's (CN) Sponsorship Programs (SPs) provide a number of Sponsorship opportunities to support initiatives that contribute to the economic life of the City.**

**CN provides financial Sponsorship for initiatives that will deliver tangible benefits to CN and the community, and help make Newcastle a smart, liveable and sustainable global City.**

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For more information, please visit:

[newcastle.nsw.gov.au/community/grants-and-sponsorships](https://newcastle.nsw.gov.au/community/grants-and-sponsorships)

For further assistance, email [sponsorship@ncc.nsw.gov.au](mailto:sponsorship@ncc.nsw.gov.au) or call (02) 4974 2000.

# Part A Preliminary

## 1 Background

- 1.1** City of Newcastle's (CN) Sponsorship Programs (SPs) provide a number of Sponsorship opportunities to support initiatives that contribute to the economic life of the city. CN provides financial Sponsorship for initiatives that will deliver tangible benefits to CN and the community, and help make Newcastle a smart, liveable and sustainable global city.
- 1.2** CN Sponsorships are highly competitive. In order to submit an eligible and competitive application please read the Sponsorship Policy, this Guideline document and contact CN to discuss your application prior to submission.

## 2 Purpose

- 2.1** The purpose of CN's SPs are to fund Activities that provide tangible benefits aligned with the Newcastle 2030: Community Strategic Plan (CSP).
- 2.2** These Guidelines provide specific instructions in making an application for Sponsorship within different SPs.
- 2.3** These Guidelines are to be read in conjunction with the Sponsorship Policy. The Guidelines and Policy must be read prior to lodging any application.

## 3 Scope

- 3.1** These Guidelines apply to all aspects of CN SPs including application processes, decision making, Sponsorship Agreements and Activity Acquittal.
- 3.2** These Guidelines apply to all ad-hoc Sponsorships not connected to a specific SP.
- 3.3** These Guidelines cover all elected members of Council, all CN employees, any person or organisation contracted to or acting on behalf of CN, any person or organisation employed to work on CN premises or facilities and all Activities of CN.
- 3.4** These Guidelines do not apply to:
  - 3.4.1** CN Community Grants Programs
  - 3.4.2** Sponsorships received by CN
  - 3.4.3** Donations provided by CN
  - 3.4.4** CN Special Business Rate Funding.

# Part B Sponsorship Program

## 4 General Eligibility

- 4.1** All applications must meet the eligibility criteria outlined in the Sponsorship Policy in order to be considered for Sponsorship. Ineligible applications will not progress to assessment.
- 4.2** The eligibility criteria common to all CN's Sponsorships are summarised below. In addition to this, each SP has Program specific eligibility criteria, and these are detailed in sections 7.2 and 9.2 of these Guidelines:
- 4.3** Common eligibility criteria require that:
  - 4.3.1** Applicants must demonstrate that the Activity will directly benefit CN and residents/businesses of Newcastle;
  - 4.3.2** Applications must be received on or before the advertised due date and completed with the required level of detail and supporting documentation as specified in the Guidelines;
  - 4.3.3** An Applicant's Activity must begin after the Sponsorship commencement date. Support for retrospective Sponsorship will not be considered;
  - 4.3.4** The Activity must be consistent with the CSP and Sustainable Development Goals (SDG);
  - 4.3.5** Applicant must have the appropriate level of insurance for the Activities that are the subject of the funding request;
  - 4.3.6** Applicants must be capable of obtaining all regulatory approvals for the Activity including those required from CN applicable for the proposed Activity;
  - 4.3.7** Where an Activity will involve adults working with children, successful applicants must undertake the necessary 'Working with Children' checks. The applicant must provide CN with a letter advising of the successful completion and clearance of these checks prior to commencement of the Activity. The letter must be signed by an office bearer of the organisation receiving the Sponsorship.
- 4.4** Ineligible applications – CN does not provide Sponsorship for:
  - 4.4.1** Activities that duplicate existing services or have a current Funding Agreement for the same Activity. This applies to all support from CN including Grants, Sponsorships and Special Business Rate Funding;
  - 4.4.2** Religious ceremonies and/or Activities in which the promotion of a single faith is the main purpose; or religious Activities that could be perceived as divisive in the community;
  - 4.4.3** General fundraising appeals and charitable donations, including support for individual representative sporting or cultural endeavours;
  - 4.4.4** Academic research, coursework or fees, or Activities seeking financial support for research, studio work or Activities that will be submitted for academic assessment;
  - 4.4.5** Ongoing operational costs, including rent or lease costs, general administrative costs or staffing or salary costs;
  - 4.4.6** Activities that vilify or discriminate a person or persons in respect of race, religion or sexual orientation or use live animals as part of a performance.

- 4.5** The following entities or individuals are not considered by CN as suitable for Sponsorship Agreements, including those:
- 4.5.1** Involved in any Socially Harmful Activity and/or manufacture, distribution and wholesaling of an Addictive Drug;
  - 4.5.2** Found guilty of illegal or improper conduct by the Independent Commission Against Corruption (ICAC) or any similar authority;
  - 4.5.3** Subject of a criminal conviction imposed by a Court of New South Wales or other jurisdiction in Australia, including for any offence under the *Crimes Act 1900 (NSW)*, *Crimes Act 1914 (Cth)* and the *Criminal Code Act 1995 (Cth)*;
  - 4.5.4** Involved in political fields or affiliations, e.g. political parties;
  - 4.5.5** Other local, state or federal government departments and agencies;
  - 4.5.6** Involved in a competitive tender or purchasing process for the same Activity, at, or around the time of negotiating a Grant or other Sponsorship Agreement;
  - 4.5.7** Record of unsatisfactory Acquittal of prior Grant or Sponsorship with CN;
  - 4.5.8** Record of outstanding debt with CN; and
  - 4.5.9** Employees of CN or Councillors are not eligible to directly apply for Sponsorship. If an employee of CN or Councillor is a party to an application submission this must be declared, and the employee or Councillor is unable to take part in the assessment process of the Sponsorship program.

## 5 Sponsorship Process



- 5.1** Applications:
- 5.1.1** All applications must be made online through CN's online funding management system - <https://newcastle.smartygrants.com.au/>
  - 5.1.2** Computers can be booked at all CN library branches and CN officers can assist in the online application process.
  - 5.1.3** Application forms differ between program streams and may include additional requirements such as video submissions and/or in-person presentations.
  - 5.1.4** Multiple applications from one entity will be considered where proposals relate to separate Activities. Applications for a specific Activity will be considered in one program only, and applicants must nominate the program in which they wish to be considered.
- 5.2** Assessment & Sponsorship recommendations:
- 5.2.1** Applications are reviewed by relevant CN Officers to determine if all eligibility requirements have been met. NOTE: applications deemed ineligible will not progress to assessment and will not be able to resubmit if the application period has closed.
  - 5.2.2** All eligible applications undergo an initial assessment against Assessment Criteria. This is completed by relevant CN Officers with appropriate knowledge and expertise in the Program being assessed.
  - 5.2.3** The Assessment Panel then meet to assess all eligible applications, using the initial assessment outcomes as guidance, to determine which applications will be successful. The Assessment Panel can allocate funding up to the budgeted amount.
  - 5.2.4** The Assessment Panel for SPs will, at a minimum, comprise of two representatives made up from the following:
    - a) One (1) CN Employee with subject matter expertise;
    - b) One (1) CN Service Unit Manager (or delegate);
    - c) One (1) CN Director (or delegate);
    - d) Lord Mayor (or delegate).
  - 5.2.5** In addition to the Assessment Panel outlined in 5.2.4, the Assessment Panel for the TEDSP will also consist of the Chair of the CN Strategy and Innovation Advisory Committee (or Delegate).
  - 5.2.6** Where a decision from the panel is unable to be reached or additional guidance is required, applications will be referred to the three Councillors of the CN Strategy and Innovation Advisory Committee for a decision.
  - 5.2.7** Even if an application meets all the eligibility and Assessment Criteria, it may not be supported. Assessors may consider other available information regarding the applicant, its services and Activities including details/outcomes of previous Activities.
  - 5.2.8** The outcome of the Panel's assessment will be recorded and retained in CN's records management system.

### 5.3 Notification of outcomes, Sponsorship Agreements and payments:

- 5.3.1** All applicants will be notified of the outcome of their application.
- 5.3.2** Successful applicants will be required to complete a Sponsorship Agreement. The Sponsorship Agreement will include conditions and reporting requirements in exchange for funding. Certain special conditions may be placed upon your funding at the Assessment Panels discretion, these will be negotiated in consultation with you.
- 5.3.3** Awarding of Sponsorship from CN via a Sponsorship Agreement in no way implies any ongoing funding commitment or obligation by CN including for payments for works (including maintenance) delivered outside of the financial year in which the Activity was agreed to be completed.
- 5.3.4** Awarding of a Sponsorship Agreement does not imply that CN has given any other consent. Applicants should note that many Activities require approvals and consents from CN, NSW Police and other state government agencies and that they are wholly responsible for obtaining such approvals. The failure to obtain approvals will void the Sponsorship Agreement and may in result in funding being revoked even where works have been completed.
- 5.3.5** Upon submitting the Sponsorship Agreement along with a Tax Invoice and copies of relevant insurances your payment will be released into your nominated bank account.
- 5.3.6** In accordance with A New Tax System (*Goods and Services Tax*) Act 1999 (Cth), if entities do not have an Australian Business Number (ABN), CN may be required to withhold 49% of any funds allocated.
- 5.3.7** All financial information provided should be exclusive of GST. Successful entities that are registered for GST will receive the allocated funding amount plus GST.
- 5.3.8** CN will require all successful recipients to publicly acknowledge CN as a Sponsor of the Activity. This requirement will be included in the Sponsorship Agreement and evidence will be requested in the Acquittal Report.
- 5.3.9** Table 1 below details the quote requirements for any goods/services the applicant intends to procure as part of the proposed Activity. This can include a catalogue item or quote from a provider. In addition to the quote requirements, an applicant may be asked to provide rationale about why a quote was chosen if it is not the cheapest option (e.g. experience, previous knowledge).
- 5.3.10** CN reserves the right to determine the value for money of quotes provided during the assessment process.

**Table 1: Quote requirements**

Value of Goods/Services	Quote Requirement
Under \$3,000 (inc. GST) for capital purchases including equipment and infrastructure works	One written quote required
\$3,000 and above (inc. GST) for capital purchases including equipment and infrastructure works	Two written quotes required
Consultancy/Contractor fees of any value (includes works requiring licensed tradespersons)	Two written quotes required
Services provided by applicant	Hourly rate to be provided and must not exceed capped resource rates

\* Note – For items where quotes are not specifically requested, a well-researched and realistic budget, clearly indicating what CN funds would be spent on and the sources and application of matching contributions is required.

### 5.4 Delivery of Sponsored Activity

- 5.4.1** Delivery of the agreed Activity must occur within the timeframe listed in the Sponsorship Agreement.
- 5.4.2** If a successful recipient requires a variation to either the Activity or the delivery time, a variation request must be submitted. See section 11 for further details.
- 5.4.3** All CN Sponsorships are provided as cash. No Value In Kind arrangements will be made. If an application includes CN venue hire or licencing fees, it is the applicant's responsibility to budget accordingly for all items using CN fee schedule or via correspondence with the relevant CN Officer. If successful, Sponsorship funding can be used for CN venue hire, however, this will be charged at the market rate as per the published CN Fees and Charges. Please contact us at [mail@ncc.nsw.gov.au](mailto:mail@ncc.nsw.gov.au) or phone 02 4974 2000 for details on fees and charges.

### 5.5 Acquittal Report:

- 5.5.1** Successful applicants must provide a final Acquittal report to CN within 45 days of Activity completion.
- 5.5.2** The information required will be specified in the Sponsorship Agreement and may include:
- Final accounts (audited, if appropriate).
  - Evidence of how CN was acknowledged during the Activity.
  - An assessment of the outcomes realised against the outcomes anticipated or estimated in the application form.
  - Formal advice of funds not spent (funds not expended for the purpose outlined in the application must be returned to CN).

## 6 Privacy

- 6.1** CN pledges to respect and uphold applicant rights to privacy protection under the Australian Privacy Principles (APPs) as established under the *Privacy Act 1988* (Cth) and amended by the *Privacy Amendment (Enhancing Privacy Protection) Act 2012* (Cth). Refer to CN's [Privacy Management Plan](#) for further information.

# Part C

## Sponsorship Programs

**Table 2: Sponsorship Programs Overview**

Program	Overview	Streams	Amount per Application	Eligible Entities
<b>Events</b>	Event Sponsorships are a mechanism to: <ul style="list-style-type: none"> <li>- promote active and vibrant public spaces</li> <li>- grow overnight visitation</li> <li>- provide positive promotional exposure for Newcastle</li> <li>- enhance the City's image and profile as a visitor destination and event city</li> <li>- assist events that contribute to the unique character of the Newcastle LGA and region.</li> </ul>	General Events	Up to \$10,000	<ul style="list-style-type: none"> <li>• A legally constituted not-for-profit organisation.</li> <li>• A business.</li> </ul>
		Major Events	\$10,000 - \$20,000 *+\$5,000	
		Regional Sporting Events	seed fund-ing for new events only	
		Business Events	\$5,000 - \$20,000	
<b>Major Event Development</b>	Program is allocated to identify, attract, secure, grow, and promote major events for Newcastle. This includes events of significant size that provide high numbers of out of region visitors, enhance Newcastle as a destination, and drive substantial economic return for the City.	Major Event Development	Dependant on application	<ul style="list-style-type: none"> <li>• This is a closed program and only organisations that are invited to apply can seek funds.</li> </ul>
<b>Tourism and Economic Development</b>	Tourism and Economic Development Sponsorship are for activities that provide economic benefit through one or more of the following areas: <ul style="list-style-type: none"> <li>- Enabling Skills</li> <li>- Enabling Innovation</li> <li>- City-Shaping Initiatives</li> <li>- Enabling a Vibrant City</li> </ul>	Tourism	\$2,000 - \$20,000	<ul style="list-style-type: none"> <li>• A legally constituted not-for-profit organisation.</li> <li>• A business.</li> </ul>
		Business		

### 6.2 Timelines

**6.2.1** Sponsorships are delivered as annual programs. Opening and closing dates of the contestable rounds will be advertised on the CN website.

**6.2.2** Applicants may request a multi-year agreement of up to two years (three years for MEDP), as determined by CN, based off demonstration of delivery, alignment with CN strategic outcomes, and delivery of economic outputs.

### 6.3 Successful Sponsorship recipients are required to:

**6.3.1** Complete their Activity within the same financial year as the funding is provided (unless otherwise stated in Sponsorship Agreement).

**6.3.2** Meet all obligations of the Sponsorship Agreement.

**6.3.3** Provide final Acquittal report within 45 days of completion of Activity.

### 6.4 Failure to acquit the funding will affect final payments under the agreements and any future requests for funding.

## 7 Events

### 7.1 Overview

**7.1.1** The Event Sponsorship Program (ESP) is an annual program providing a mechanism to assist events that contribute to the unique character of the Newcastle LGA, promote economic activity, and contribute to vibrant and active public spaces.

### 7.2 Details

**7.2.1** Four different streams are publicly available within the ESP as detailed in Table 3 below.

**Table 3: Event Sponsorship Streams**

Stream	General	Major	Regional Sport	Business
<b>Objective</b>	Support for events that contribute to a varied and diverse events calendar for the city, including alignment with strategic outcomes, generation of economic Activity, and utilisation of city assets.	Supports the emerging and established events to increase profile and encourage visitation and/or participation. Events to be of significant size, with high levels of attendance or economic/visitation outcomes and extensive reach.	Targets events that utilise Newcastle and the broader region as a host city for high participation multi day Regional, State, National, or International sporting events.	Supports high yield multi-day visitation and overnight stays through events that promote Newcastle as an event and destination city.

Stream	General	Major	Regional Sport	Business
<b>Eligible Entities</b>	<ul style="list-style-type: none"> <li>A legally constituted not-for-profit organisation.</li> <li>A business</li> </ul>			
<b>Additional Eligibility Requirements</b>	<ul style="list-style-type: none"> <li>The event must be accessible for the general public to attend.</li> <li>Free/Token entry</li> </ul>	<ul style="list-style-type: none"> <li>The event must be accessible for the general public to attend</li> <li>Preference for multi-day events, and those that provide significant economic outcomes for the region</li> </ul>	<ul style="list-style-type: none"> <li>The event must be accessible for the general public to attend</li> </ul>	<ul style="list-style-type: none"> <li>Event duration of three day/ two night minimum</li> <li>Minimum 150 delegates with majority of delegates (minimum 80%) requiring overnight accommodation</li> </ul>
<b>Ineligible Applications</b>	<ul style="list-style-type: none"> <li>Regular (weekly/monthly) community events such as markets and bazaars, local sports meets, club gatherings, classes, workshops etc.</li> <li>Community public holiday celebrations such as ANZAC Day, Australia Day, Queens Birthday if the holiday is the primary focus. Events will be considered if the holiday is not the focus (e.g. a food or music festival).</li> <li>Promotional events (i.e. where marketing a specific product/company is the principle objective).</li> </ul>			
<b>Amount Per Application</b>	<ul style="list-style-type: none"> <li>Up to \$10,000 (ex GST)</li> </ul>	<ul style="list-style-type: none"> <li>\$10,000 - \$20,000 (ex GST) +\$5,000 seed funding for new events only</li> </ul>		<ul style="list-style-type: none"> <li>\$5,000 - \$20,000 (ex GST)</li> </ul>
<b>Basic Assessment Criteria</b>	<p>A. <b>Alignment to CN Priorities:</b> the degree to which the event addresses CN's priorities from the Community Strategic Plan (CSP), Economic Development Strategy (EDS), Destination Management Plan (DMP), and Events Plan (EP). <b>20%</b></p> <p>B. <b>Event visitation and promotion:</b> the extent to which the event does/will attract visitation from outside of Newcastle LGA, the ability of the event to meet minimum attendance/delegate threshold levels and the extent to which the event promotes Newcastle as an event and destination city through coverage and promotion at regional, state and national levels. <b>15%</b></p> <p>C. <b>Collaboration and partnerships:</b> the extent to which the proposed event demonstrates constructive and cooperative relationships between the applicant, CN, potential partners and other community stakeholders. <b>15%</b></p> <p>D. <b>Delivery and operational capability:</b> ability to demonstrate the delivery of project outcomes can occur on time and within budget. <b>15%</b></p> <p>E. <b>Value with public money:</b> the ability to demonstrate value for money through careful consideration of costs, benefits, options and risk. Funding co-contributions from applicant and partner organisations are encouraged. <b>15%</b></p>			

Stream	General	Major	Regional Sport	Business
<b>Additional Assessment Criteria</b>	<p><b>Event Concept:</b> the strength of the event concept, its alignment to the character and culture of the location and the ability of the event to fill a gap in the current event landscape <b>(20%)</b></p>	<p><b>Commercial Merit:</b> the extent to which the event contributes economically to the City, including, but not limited to the use of local suppliers and the number of attendees <b>(20%)</b></p>	<p><b>Visitation Outcomes:</b> the number of attendees attracted to the event from outside of region, including estimated overnight stays and point of origin <b>(20%)</b></p>	<p><b>Economic Impact:</b> the extent to which the event contributes economically to the City, including, but not limited to: the use of local suppliers, the number of attendees/delegates, the promotion of Newcastle as an event and visitor destination. <b>(20%)</b></p>
<b>Applicant Contribution</b>	<p>Minimum 50% contribution from applicant. Funding provided on a dollar for dollar cash basis. Value In-Kind will only be accepted from not-for-profit organisations.</p>			
<b>Examples</b>	Event with local attendees with CN community recognition.	Attracts local, interstate and national attendees.	Sporting event attracting intrastate attendees.	Conference or convention preferably with interstate and national attendees.

## 8 Major Event Development

### 8.1 Overview

- 8.1.1** The Major Event Development Program (MEDP) is a multi-year program providing function for CN to identify, attract, secure, develop and promote significant events for Newcastle.
- 8.1.2** This differs from the Major Events stream in the Events Program as the MEDP is a discretionary program, that enables CN to work with major event organisers, national/international promoters, state and federal government bodies, and state/national/international sporting bodies to attract and secure events in Newcastle.
- 8.1.3** Major events that would be invited are usually one off, high profile events with national and international attendees, promotion, and audience, therefore attracting significant tourism and economic benefits. They can be subject to a bidding process and include state or federal funding and/or significant private Sponsorship.
- 8.1.4** Event planning, organisation and implementation will include professional event organisers and a host of marketing and other specialists. The lead time for major events will be 2-3 years. The event would be expected to occur over multiple days and attendance would exceed 20,000 people.
- 8.1.5** These events can also include collaboration with other government bodies including surrounding local governments or contributing state government bodies.
- 8.1.6** Due to the varied nature of events that may be invited under this program, invitation and assessment are based off the review by CN subject matter experts, with a recommendation in regard to the extent of support provided for approval to the Assessment Panel.

### 8.2 Details

**Table 4: Major Event Development Sponsorship**

Major Event Development Program	
<b>Objective</b>	MEDP is a discretionary program, that enables CN to work with major event organisers, national/international promoters, state and federal government bodies, and state/national/international sporting bodies to attract and secure events in Newcastle.
<b>Eligible Entities</b>	<ul style="list-style-type: none"> <li>A legally constituted not-for-profit organisation.</li> <li>A business</li> </ul>
<b>Amount Per Application</b>	Dependant on application
<b>Base Assessment Criteria</b>	<p><b>A. Alignment to CN Priorities:</b> the degree to which the event addresses CN's priorities from the Community Strategic Plan (CSP), Economic Development Strategy (EDS), Destination Management Plan (DMP), and Events Plan (EP). <b>20%</b></p> <p><b>B. Event visitation and promotion:</b> the extent to which the event does/will attract visitation from outside of Newcastle LGA, the ability of the event to meet minimum attendance/delegate threshold levels and the extent to which the event promotes Newcastle as an event and destination city through coverage and promotion at regional, state and national levels. <b>15%</b></p> <p><b>C. Collaboration and partnerships:</b> the extent to which the proposed event demonstrates constructive and cooperative relationships between the applicant, CN, potential partners and other community stakeholders. <b>15%</b></p> <p><b>D. Delivery and operational capability:</b> ability to demonstrate the delivery of Activity outcomes can occur on time and within budget. <b>15%</b></p> <p><b>E. Value with public money:</b> the ability to demonstrate value for money through careful consideration of costs, benefits, options and risk. Funding co-contributions from applicant and partner organisations are encouraged. <b>15%</b></p>
<b>Additional Assessment Criteria</b>	<b>Economic Return:</b> the ability to demonstrate promotion of positive economic Activity in Newcastle, as determined through external visitation, coordination with business areas, spending through local suppliers and activation of place. <b>(20%)</b>
<b>Examples</b>	Significant events that promote a high level of visitation and economic activity in the city, including those that have visibility on a national and international scale. Including national/international sporting competitions, major touring art commissions, and national cultural festivals.

## 9 Tourism and Economic Development

### 9.1 Overview

- 9.1.1** The Tourism and Economic Development Sponsorship Program (TEDSP) is an annual program that provides Sponsorship for suitable Activities that provide economic benefit through one or more of the following areas:
- Enabling Skills
  - Enabling Innovation
  - City-Shaping Initiatives
  - Enabling a Vibrant City

### 9.2 Details

- 9.2.1** Two different streams are available within the TEDSP.

**Table 5: Tourism and Economic Development Sponsorship Streams**

Stream	Tourism / Visitor Economy	Business
<b>Objective</b>	Supports Activities that promote Newcastle as a premier Australian visitor destination, showcasing a rich art, cultural and culinary scene, a vibrant night-time economy, and accessible nature-based and coastal experiences.	Aims to foster local economic development by supporting Activities that enable local skill acquisition, attract highly skilled people to the city, support local business growth and employment and/or encourage innovation and investment.
<b>Eligible Entities</b>	<ul style="list-style-type: none"> <li>A legally constituted not-for-profit organisation.</li> <li>A business</li> </ul>	
<b>Ineligible Applications</b>	The purchase of capital equipment, furniture/fittings, travel, salaries or expenses.	The purchase of capital equipment, furniture/fittings, travel, salaries or expenses.
<b>Amount per Application</b>	\$2,000 - \$20,000 (ex GST)	
<b>Base Assessment Criteria</b>	<p><b>A. Alignment to CN Priorities:</b> the degree to which the event addresses CN's priorities and actions from the Community Strategic Plan (CSP). <b>15%</b></p> <p><b>B. Alignment to Economic Development Strategy (EDS):</b> the degree to which the Activity addresses CN's priorities and actions from the EDS. <b>15%</b></p> <p><b>C. Collaboration and partnerships:</b> the extent to which the proposed Activity demonstrates constructive and cooperative relationships between the applicant, CN, potential partners and other community stakeholders. <b>15%</b></p> <p><b>D. Innovation:</b> the extent to which the proposed Activity incorporates new methods, ideas or products to support long term benefits for industry, population groups and/or the City. <b>15%</b></p> <p><b>E. Delivery and operational capability:</b> ability to demonstrate the delivery of Activity outcomes can occur on time and within budget. <b>10%</b></p> <p><b>F. Value with public money:</b> the ability to demonstrate value for money through careful consideration of costs, benefits, options and risk. Funding co-contributions from applicant and partner organisations are encouraged. <b>10%</b></p>	



Stream	Tourism / Visitor Economy	Business
<b>Additional Assessment Criteria</b>	Promotion of Newcastle as Visitor Destination: the extent to which the Activity will: <ul style="list-style-type: none"> <li>attract visitation outside of Newcastle LGA, and</li> <li>promote Newcastle as a destination city through coverage and promotion at regional, state and national levels. <b>(20%)</b></li> </ul>	Economic Impact: the extent to which the Activity contributes to local skill acquisition, the attraction of people to the city or an initiative that promotes new innovation/investment. <b>(20%)</b>
<b>Applicant Contribution</b>	Minimum 50% contribution from applicant. Funding provided on a dollar for dollar cash basis. Value In-Kind will only be accepted from not-for-profit organisations.	
<b>Examples</b>	Multi-day interstate conference.	Workshops, forum, symposium.

## 10 Ad Hoc Sponsorship

- 10.1** Process
- 10.1.1** Ad hoc Sponsorship may be offered by CN to meet a specific need, often due to an urgent matter or other circumstances. These Sponsorships are typically available to a select range of applicants and are not ongoing.
- 10.1.2** As per the Sponsorship Policy, the CN Director may determine to allocate a portion of the total funding available each financial year (along with any unexpended or returned funds) for ad hoc applications outside the competitive round detailed in these Guidelines.
- 10.2** Ad hoc Sponsorship opportunities may be:
- 10.2.1** Open – these opportunities will be published on the CN website and all eligible applicants will be able to apply.
- 10.2.2** Closed – applications will be received or requested by invitation only to targeted cohorts in line with CN's strategic priorities.
- 10.3** Assessment Criteria
- 10.3.1** Applications for ad hoc Sponsorship will be assessed from the most relevant program. Further criteria may be used and, if so, these will be included in guidance material.
- 10.3.2** Applications for ad hoc Sponsorship will be assessed by the Assessment Panel from the most relevant program as defined in section 5.2.4.

## 11 Variation Requests

- 11.1** A Sponsorship variation is a change to a Sponsorship. Variation requests are categorised as:
- 11.1.1** Funding Period Variations: changes to the Funding Period due to a delayed start date, a delay during the Sponsorship, a change to the end date, and/or changes to the Project team.
- 11.1.2** Activity Variations: Change to the scope of Activity including changes to budget allocations, redirection of funds and changes in outputs.
- 11.2** There are specific circumstances where it is appropriate for a CN Sponsorship to be varied. CN Sponsorships are awarded following rigorous assessment of an application and accordingly any proposed variations need to be reviewed and approved by the relevant CN Service Unit Manager.
- 11.3** CN will consider each request to vary a Sponsorship relative to the following:
- 11.3.1** the individual circumstances outlined in the variation request.
- 11.3.2** the Guidelines under which the Sponsorship was applied for.
- 11.3.3** the best outcomes for the Sponsorship against its aims and objectives.
- 11.3.4** whether the Sponsorship will continue to align with the purpose of the Sponsorship opportunity.
- 11.3.5** whether the Sponsorship will continue to achieve value with relevant public money.
- 11.3.6** any other matters of which CN is aware relevant to the Sponsorship or the recipient.
- 11.4** Variation requests that contradict the eligibility criteria of the SP will not be accepted. For example, if an eligibility criterion was the exclusion of capital expenditure, the variation will be rejected if it involves capital purchases.
- 11.5** A variation request must be submitted to CN via CN's Grant management system at least six weeks before the proposed date of effect to allow adequate time for review.
- 11.6** To receive access to the variation request form, please contact us on (02) 4974 2000 or email [Sponsorship@ncc.nsw.gov.au](mailto:Sponsorship@ncc.nsw.gov.au).

## Annexure A – Definitions

**Addictive Drug** means any substance listed in the Therapeutic Goods Administration Poisons Standard or listed as a prohibited drug at Schedule 1 of the Drug Misuse and *Trafficking Act 1985 (NSW)*.

**Acquittal** is a report submitted as per a Funding Agreement at the conclusion of a project detailing how the recipient administered the Grant funds and met the Activity outcomes in the Funding Agreement.

**Activity** is defined as one-off or time-limited task/undertaking or series of linked tasks/undertakings with specific goals and conditions, defined responsibilities, a budget, planning, information about the parties involved and a specific start date and end date. This can also be referred to as a **Project**.

**Assessment Criteria** means the method used to evaluate an application.

**Assessment Panel** means the panel assessing applications and determining Grant Funding.

**Auspice** is an incorporated organisation that receives, administers, and acquits Grants on behalf of an applicant.

**Business** is an entity engaged in commercial, professional, charitable or industrial Activities. A Business can refer to:

- **Company** is defined by the Corporations Act 2001 (Cth) and registered with Australian Securities and Investment Commission (ASIC). Companies must be registered in Australia to be eligible to apply.
- **Company Limited by Guarantee** is a Company with liability limited to the guarantees put in place by its members. This is a common structure used by the not-for-profit sector. Cooperative.
- **Cooperative** is an organisation owned, controlled by and used for the purpose of benefiting its members.
- **Incorporated Association** is an association that has been incorporated in accordance with the requirements of the Associations Incorporation Act 2009 (NSW).
- **Indigenous Corporation** is established under the Corporations (Aboriginal and Torres Strait Islander) Act 2006 (Cth).
- **Proprietary Limited Company** is a proprietary limited company (abbreviated as 'Pty Ltd') is a Business structure that has at least one shareholder and no more than 50 non-employee shareholders, where the liability of shareholders is limited to the value of shares.

**City of Newcastle (CN)** means Newcastle City Council.

**CN employees** means persons employed by the City of Newcastle who is duty-bound to follow the policies and procedures of CN.

**Community Events** are staged largely for social, fun and entertainment value for the local community. They are targeted primarily at a local audience but may attract from outside the region thereby providing some economic, social and cultural benefits. They may have some wider regional benefits but to a lesser extent than major events.

**Community Strategic Plan (CSP)** represents the highest level of strategic planning undertaken by CN. It identifies the main priorities and aspirations of our community and provides a clear set of strategic directions to achieve the community's vision.

**A non-distributing cooperative** is one that uses surplus funds to support its activities and cannot distribute to members (not-for-profit).

**A distributing cooperative** may distribute any surplus funds to its members.

**Council** means the elected Council.

**Funding Agreement** means the agreement entered into by CN and the successful applicant for the cash support. It will articulate support provided by CN as a financial contribution for the development and delivery of a quality Activity. The Agreement will also detail Acquittal and acknowledgement conditions for the funding.

**Grant** is the financial support provided to applicants for an Activity. A Grant seeks a nominal return on investment from the benefits provided the community. Benefits may include improvement in the quality of life for the community from Activities meeting identified needs.

**Guidelines** means the specific CGPs conditions and criteria for each separate Grant opportunity to be read in conjunction with the Community Grants Policy.

**Not-for-profit organisation** is an organisation that does not directly operate for the profit or gain of its owners, members or shareholders, either directly or indirectly. The organisation must be registered with the Australian Securities & Investment Commission (ASIC) or The Australian Charities and Not for Profit Commission (ACNC).

**Partnership** is a contractual relationship between persons carrying on business with a view to profit. Partnerships can be 'normal' (unregistered), limited or incorporated and limited (both registered on the Register of Limited Partnerships and Incorporated Limited Partnerships, administered by NSW Fair Trading).

**Project** see Activity.

**Registered Charity** with the Australian Charities and Not-for-profits Commission.

**Socially Harmful Activity** includes any activity involving the abuse of human rights or labour rights, bribery, corruption, production or supply of armaments, manufacture, distribution and wholesaling of alcohol, tobacco or nicotine related products, gambling products or services, pornography, the trade of fur or other illegal wildlife trade, abuse of animal welfare, live animal entertainment and any other activity which CN reasonably considers may pose a socially harmful activity.

**Special Business Rate** are funds collected from city precinct businesses for the promotion, beautification and development of the precincts, and awarded through a competitive application process.

**Sponsorship Agreement** means the agreement entered into by CN and the successful applicant for the cash support. It will articulate support provided by CN as a financial contribution for the development and delivery of a quality Activity. The Agreement will also detail acquittal and acknowledgement conditions for the Sponsorship.

**Sponsorships** are commercial agreements in exchange for a benefit(s). Sponsorship is not philanthropic with the sponsor expecting a benefit (return on investment) as agreed in a sponsorship agreement.

**Value-in-kind** refers to goods or services provided by other supporters of the Activity that has a real value for the Activity.

*Unless stated otherwise, a reference to a section of clause is a reference to a section or clause of this Guideline.*

## Annexure B - Policy Authorisations

Function	Position Number / Title
Determine and approve weightings for Assessment Criteria	Service Unit Manager (or delegate)
Acquittals in line with Funding Agreement	Service Unit Manager (or delegate)
Approve Activity variations	Service Unit Manager (or delegate)
Execute Funding Agreements to approved Grants consistent with the Assessment Panel's recommendation and in accordance with this Policy	Service Unit Manager (or delegate)
Review and approval of Grant Guidelines (annually)	Director (or delegate)
Approve grants on behalf of the elected Council ( <i>under s377 of the Local Government Act 1993 (NSW)</i> ).	Director (or delegate)
Assess and approve ad-hoc applications	Director (or delegate)
Assess applications and determine funding allocation	Assessment Panel
Approve Funding Value variations	Assessment Panel

## Document Control

Guideline title	Sponsorship Guidelines
<b>Guideline owner</b>	Manager Community Strategy and Innovation
<b>Guideline expert/writer</b>	Grants and Sponsorship Officer
<b>Prepared by</b>	Community Strategy and Innovation
<b>Approved by</b>	-
<b>Date approved</b>	To be completed by Legal
<b>Commencement Date</b>	To be completed by Legal
<b>Next revision date</b>	Date the guideline is due for revision
<b>Termination date</b>	1 year post revision date
<b>Version</b>	Version #1
<b>Category</b>	Administration
<b>Keywords</b>	Sponsorship, Event, Tourism
<b>Details of previous versions</b>	Nil.
<b>Relevant strategic direction</b>	Vibrant and Activated Public Places
<b>Relevant legislation/codes (reference specific sections)</b>	This policy supports CN's compliance with the following legislation: <ul style="list-style-type: none"> <li>• <i>Local Government Act 1993 (NSW)</i></li> </ul>
<b>Related policies/documents/ strategies</b>	Sponsorship Policy Cultural Strategy
<b>Relevant strategy</b>	Newcastle 2030 – Community Strategic Plan Economic Development Strategy
<b>Related forms</b>	N/A
<b>Authorisations</b>	Functions authorised under this policy at Annexure B.

