



EVENT SPONSORSHIP

APPLICATION GUIDELINES



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Shepparton Show Me

Shepparton Show Me supports the continued development of Shepparton's retail and commercial sector precinct by creating a character and identity exclusive to Shepparton.

The mission of Shepparton Show Me is to facilitate a connection between the Shepparton Show Me branding and the stakeholders through the support of events, festivals and other promotional activities directed toward attracting consumers to retail and business services in Shepparton.

Through the variety of events and festivals, Shepparton Show Me encourages the celebration of diversity and vibrancy of the town, while making an important financial contribution to the area. The vision of Shepparton Show Me is to create a vibrant thriving town, providing opportunities to visitors and the greater community to experience Shepparton at its best.

Mission Objectives

The Shepparton Show Me Event Sponsorship program has been developed to provide financial support to organisations wanting to stage festivals, events and activities in line with the objectives of the Shepparton Show Me Committee. Applicants interested in applying for funding need to ensure their event helps achieve these objectives.

Shepparton Show Me objectives are:

1. Increase visitors to the town thereby providing potential benefit to retail and commercial businesses.
2. Promote Shepparton as a destination for events and festivals.
3. Raise the profile of Shepparton through media exposure as a destination of choice.
4. Build the reputation of Shepparton as a retail and business precinct and a recognised provider of goods and services in regional Victoria and southern New South Wales.
5. Demonstrate the capabilities of Shepparton to host innovative and exciting events.
6. Support the community to foster a spirit of togetherness, encouraging participation, educate the community and wider audience and most importantly, enable everyone to share in the activity so that it can be celebrated and experienced widely.

About this program

Shepparton Show Me has developed a Sponsorship Support Program to provide monetary assistance to events, festivals and projects that can clearly identify benefit to the retail economy in Shepparton.

Support in marketing and advertising is available for events, festivals and projects with the potential to help Shepparton Show Me achieve its objectives:

- To increase consumer spend
- To market the businesses services in Shepparton
- To market the retail business sector of Shepparton
- To identify and assist major events that demonstrate how they will assist to attract people to the rate paying businesses.

Sponsorship is available in two rounds:

Round one

Application close of date	Last day of July each year
Application assessment	August each year
Notification of outcome	Early September

Round two

Application close off date	Last day of January
Application assessment	February each year
Notification of outcome	Early March

Who is eligible?

Shepparton Show Me supports a range of events and festivals. To be eligible:

- The proposal must demonstrate how the event or festival meets the objectives of Shepparton Show Me;
- The event or festival must be held in the Shepparton area or have an economic flow on to the area;
- Has the potential to encourage visitors from outside the area;
- The organisers are prepared to use the Shepparton Show Me branding according to the Event Sponsorship style guide;
- The organisers must have completed the acquittal process correctly from any previous Shepparton Show Me sponsored events; and
- The proposal must have followed the application process guidelines and met the required timelines.

The Shepparton Show Me Event Sponsorship Program will not support:

- Individuals;
- Private functions;
- Conferences;
- Political organisations;
- Events that exclude, denigrate or offend parts of the community; or
- Events and festivals that may prove to be dangerous or hazardous to the community.

Assessment Criteria

All applications will be assessed by the Shepparton Show Me Committee on the concept, the benefit to the retail sector, the quality of information provided and the potential to meet the objectives of Shepparton Show Me.

All proposals are to be in writing and submitted using the application form provided. The proposal must also:

- Present a concept or outline of the event or festival;
- Explain why this event or festival should be staged;
- Identify the organisers and those involved in staging the event or festival;
- Propose a date and time;
- Outline the benefits to the community and the town;
- Define the target market;
- Provide venue or location details;
- Provide a financial breakdown of the event costings, including key expenditures and other sponsorship or funding provided; and
- Provide an event and marketing plan and an evaluation method for measuring the success.

How to apply

All proposals must be submitted in writing, using the Sponsorship Application form.

Electronic forms are available on the internet at www.sheppartonshowme.com.au

Printed copies are available from
Shepparton Show Me
Greater Shepparton City Council
90 Welsford St, Shepparton.

Applications should be emailed to sheppartonshowme@shepparton.vic.gov.au

Or posted to
Shepparton Show Me
Greater Shepparton City Council
Locked Bag 1000,
Shepparton VIC 3632

Assessment process

All applications for sponsorship will be acknowledged in writing within seven days of receipt of application.

The Shepparton Show Me Committee will assess each application on its merits and will consider a number of factors when determining the success of an application.

These include:

- Will it assist the long term plan of Shepparton Show Me?
- Does it satisfy the Events Sponsorship objectives?
- What is the amount of funding requested?
- Will the event generate positive publicity?
- What additional funding has been committed to the event?
- Will the event be supported by the levy payers?
- Can the success of investment by Shepparton Show Me be measured? and
- Will the event have a positive effect on the retail and/or commercial businesses in Shepparton.

Terms and conditions

Successful applicants will be required to:

- Issue Shepparton Show Me with a tax invoice;
- Apply all funding received from Shepparton Show Me to the event;
- Supply 10 hi resolution good quality photographs for use on the Shepparton Show Me Website, newsletters and annual report;
- Comply with all Greater Shepparton City Council and legislative requirements relating to the preparation and execution of the event and event plans including all necessary permits and approvals;
- Provide evidence of current public liability insurance policy;
- Shepparton Show Me logos and graphics used according to the Sponsorship Style Guide.
- Submit a formal Shepparton Show Me acquittal report within six weeks of the conclusion of the event.