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**SPONSORSHIP APPLICATION**

***Please note:***

* ***All applications must be typed or printed clearly. For applications completed by hand, if there is insufficient space for your answers in any section please attach a separate page to this document.***
* ***It is required that applications are submitted a minimum of 10 weeks prior to the event. All applications are encouraged to be submitted more than 10 weeks prior where possible.***
* ***Applications will be reviewed from the Shepparton Show Me Sponsorship Subcommittee prior to an invitation to attend a Shepparton Show Me ordinary committee meeting to present their sponsorship proposal.***
* ***Please forward completed Shepparton Show Me sponsorship applications to:***

***Shepparton Show Me***

***Greater Shepparton City Council***

***Locked Bag 1000***

***SHEPPARTON Vic 3632***

***Or***

***sheppartonshowme@shepparton.vic.gov.au***

|  |  |
| --- | --- |
| **Event Name:** |  |
| **Event Date:** |  |
| **Level of sponsorship:**  **(Please see SSM Sponsorship Guidelines for details of sponsorship levels. Please circle)** | **Level 1 Level 2 Level 3 Level 4** |
| **Organisation Name:** |  |
| **Address:** |  |
| **Website:** |  |
| **Contact Person:** |  |
| **Position:** |  |
| **Phone:** |  |
| **Email:** |  |
| **ABN or Incorporated Association Registration Number**: |  |
| **Registered for GST** | **Yes No** |

\*Organisation Name is mandatory

**Have you previously received funding from Shepparton Show Me for an event or promotion?**

Yes / No

If yes, please provide details:

Event or promotion name:

Amount:

Year/s:

# 1. ABOUT THE EVENT / INITIATIVE

**1.1 Please provide a concept or broad overview of the event and attach a project plan / timeline detailing the key tasks required in staging the event and their projected completion dates.**

**1.2 How did you identify there was a need for / interest in the event?**

**1.3 What are the objectives of the event?**

**1.4 Specify the event’s target market and how you will reach this market.**

**1.5 How will you measure the success or failure of the event’s objectives?**

**1.6 What benefits are there for Shepparton Show Me in respect to Shepparton Show Me’s Vision and Mission?**

***Vision***

*To position Shepparton as the premier place in northern Victoria to work, do business, shop, dine, play and stay.*

***Mission***

*To advance the growth and development of business (retail and commercial) and services in Shepparton.*

**1.7 List any existing sponsors that support the event and their role (e.g. naming sponsor, in kind sponsor, etc.).**

**2. SELECTION CRITERIA**

**Shepparton Show Me has adopted the following assessment criteria. Organisations are required to address each criteria thoroughly.**

**2.1 How will the event be marketed and promoted? Please attach a Marketing Plan.**

**2.2 List the key personnel involved in the event and how they will assist with delivery of the event.**

**2.3 To what extent will the event encourage visitors to take advantage of Shepparton’s commercial, services and industrial sectors?**

**2.4 To what extent will the event increase revenue for Shepparton Show Me businesses?**

**2.5 What is the anticipated economic benefit of the event and how will it contribute to the Greater Shepparton economy? How will the event’s impact be measured?**

**2.6 What contribution are you seeking from Shepparton Show Me and how will it be spent? \* Please note SSM funds are to be used for marketing purposes only.**

|  |  |
| --- | --- |
| **Item** | **Cost** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| **Total Cost** | **$** |

**2.7 Please attach a budget for the event detailing all income sources and budgeted amounts, expenditure items and budgeted amounts and including any funding from Federal and State governments, fundraising, sponsorships or in-kind contributions. Please note: Shepparton Show Me require a detailed budget**

**3. FUTURE FUNDING**

**3.1 Will the event be ongoing?**

**3.2 Please advise how the event’s reliance on Shepparton Show Me sponsorship will diminish in the future and how the event will become sustainable in its own right?**

**4. SPONSORSHIP GUIDELINES**

**4.1 Please acknowledge you have read and understood the Shepparton Show Me guidelines.**

**YES NO**

**5. REFERENCES**

|  |  |
| --- | --- |
| **Name:** |  |
| **Organisation Name:** |  |
| **Phone:** |  |
| **Email:** |  |
| **Relationship:** |  |

|  |  |
| --- | --- |
| **Name:** |  |
| **Organisation Name:** |  |
| **Phone:** |  |
| **Email:** |  |
| **Relationship:** |  |

**6. SHEPPARTON SHOW ME MARKETING ASSETS**

Events and initiatives sponsored by Shepparton Show Me are eligible to use the Shepparton Show Me marketing assets to assist in the promotion and running of the event. Please indicate which of the following items you would like to use at the event should your application be successful.

* Mobile Stage 🞎 Banners 🞎 Direct promotion to SSM members

* Bunting 🞎 Marquee

**7. TERMS AND CONDITIONS**

By completing and signing this application form the undersigned agrees to the following terms and conditions:

* Formal presentation of the sponsorship proposal at a Shepparton Show Me ordinary committee meeting.
* Application of all funding received from Shepparton Show Me to the marketing and promotion of the event as detailed in this sponsorship application.
* Compliance with all Greater Shepparton City Council and legislative requirements relating to the preparation and execution of the event, including all necessary permits and approvals.
* Submission of all designs for event marketing materials and schedules for event advertising to Shepparton Show Me for approval.
* Undertake some form of data collection during the event to determine where event visitors came from, how long they stayed and what other activities they undertook whilst in Shepparton.
* Submission of a completed Shepparton Show Me acquittal report and USB with hi resolution photographic images from the event within 90 days of the event’s conclusion.

**8. DECLARATION**

To be completed by a person authorised to act on behalf of the organisation.

*I have read the instructions relating to sponsorship from Shepparton Show Me contained in this application and certify that to the best of my knowledge the information provided in this application is true and correct and discloses a full and accurate statement of the event’s budgeted income and expenditure. If successful in gaining sponsorship funding from Shepparton Show Me I agree to abide by the terms and conditions described in this sponsorship application, including requirements for project evaluation and completion of a sponsorship acquittal report.*

*SIGNATURE*

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*NAME (Please Print) POSITION DATE*

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_*

***ACTION***

The Shepparton Show Me Committee *accepts / does not accept* this application.

**Moved: Second:**

**Comments:**