



Shepparton Show Me

Sponsorship Guidelines

Introduction

Shepparton Show Me (SSM) recognises the important and valuable role events and festivals play in attracting visitation to the Shepparton Show Me area, stimulating economic activity and promoting a positive brand image for the region.

Shepparton Show Me assists organisers to present and promote a wide variety of events that contribute to a diverse, vibrant and strategically balanced events program and which result in social, economic, environmental and city image outcomes for the Shepparton retail and commercial sector.

Specifically through the events sponsorship program SSM aims to attract visitation, stimulate economic activity and profile the range and quality of retail and commercial services within Shepparton.

Objectives of the SSM Sponsorship Program

- To support and grow initiatives that will bring an economic benefit to Shepparton Show Me stakeholders.
- To deliver results that are measurable to the Shepparton Show Me stakeholders.
- To build and strengthen the Shepparton Show Me brand.
- To help build and strengthen the capacity and sustainability of events within Shepparton.
- To ensure that all decisions made by the Shepparton Show Me Committee represent its stakeholders in an ethical, fair, open and transparent manner.



Sponsorship Guidelines

The *Guidelines* outline eligibility criteria, assessment criteria and the assessment process for the Shepparton Show Me Sponsorship Program. Applicants need to comply with the *Guidelines* in order to be eligible for consideration.

The Application Form

The *Application Form* must be used when applying for a grant.

Contact

For further information on administrative issues and assistance to complete the application form please contact:

Shepparton Show Me Marketing Co-ordinator
Phone: (03) 5832 9852
Email: sheppartonshowme@shepparton.vic.gov.au

Application forms can be obtained:

<http://www.sheppartonshowme.com.au/about/sponsorship>

Submission of Applications

Details on how to submit your application are contained in the application form. All applications will be acknowledged. If you do not receive an acknowledgement please contact the Shepparton Show Me Marketing Co-ordinator (contact details above).

Events and Festivals

This program provides assistance for events and festivals that will provide economic and brand benefits to Shepparton Show Me stakeholders.

Event sponsorship applications can be made for up to *\$20,000 (plus GST if applicable).

From time to time Shepparton Show Me may consider applications over and above \$20,000. This will be at the discretion of the Shepparton Show Me Committee and will be subject to additional selection criteria. *(Committee need to determine under what circumstance an application for over \$20,000 would be considered)*

Additional in-kind support may be provided including the use of the Shepparton Show Me mobile stage, retail offers and SSM promotional material and marketing and promotional advice. The event organiser is liable for any damages to the mobile stage or equipment used at the event.



APPLICATION PROCESS

1. A SSM Sponsorship Application Form is completed (preferably typed) and submitted via sheppartonshowme@shepparton.vic.gov.au
2. Where possible the application is to be submitted at least 10 weeks prior to the event.
3. 8 weeks Prior
Event organiser/s meet with Shepparton Show Me Marketing Co-ordinator to discuss the application. The sponsorship subcommittee review the sponsorship application. The Sponsorship subcommittee can only provide advice on how best to present the application to the broader SSM Committee. Advice will relate to the written application and whether it may or may not initially meet the assessment criteria, level of budget requested and how to potentially pitch the event to the broader Committee. Please note: the sponsorship subcommittee is advisory only and is not responsible for any decision making.
4. 6 weeks prior
Presentation to Shepparton Show Me Committee at an Ordinary Committee meeting. This involves a five minute presentation of the sponsorship application, with a further five minutes for questions from the Shepparton Show Me committee members. Applications will be subject to the level of SSM budget availability.
5. All applications are discussed at a closed section of the Ordinary Committee meeting. Please Note: The decision of the Shepparton Show Me Committee is final.
6. Applicants will be advised of the outcome three days following the Ordinary Committee meeting firstly via email and with a hard copy letter to follow.
7. Event held.
8. SSM Acquittal report to be completed and submitted within 90 days of the event being held.

Shepparton Show Me understands that these time lines can be difficult to meet due to a range of circumstances (ie: Government and other funding). Therefore, Sponsorship Applications may still be considered after the outlined timeframes. Contact Shepparton Show Me Marketing Co-ordinator to inform Shepparton Show Me about the intent to submit a Sponsorship Application, with as many details of the event as you can provide.

Acquittal

All sponsorship recipients are required to provide an acquittal within 90 days upon completion of the project. The information required includes:

- A financial report
- A brief assessment of the event / project
- Details of your organisation's acknowledgement of Shepparton Show Me support, including documentation and photographic evidence.

Organisations that do not satisfactorily acquit their sponsorship may not be eligible for funding in the following year.



ASSESSMENT OF SPONSORSHIP APPLICATIONS

The Shepparton Show Me sponsorship subcommittee assesses all Sponsorship Applications to ensure the applications meet the criteria as outlined in the sponsorship guidelines. The subcommittee may provide the applicant feedback and request further information through the Shepparton Show Me Marketing Co-ordinator prior to presenting any application to the Shepparton Show Me Committee.

The SSM sponsorship subcommittee meets two weeks prior to the Shepparton Show Me ordinary committee meeting.

The subcommittee consists of a minimum of three Shepparton Show Me Sponsorship subcommittee members and the Shepparton Show Me Marketing Co-ordinator. If a subcommittee member cancels within 24 hours of the scheduled meeting and the minimum of three subcommittee members cannot attend, the sponsorship subcommittee meeting will proceed as per normal. If more than 24 hours of notice is given, the SSM Marketing Co-ordinator will request another SSM committee member to attend in their place to form the minimum of three.

The SSM subcommittee can defer a sponsorship application for one meeting only. This will occur if the application is incomplete and therefore cannot be considered by the SSM committee at the ordinary committee meeting.

The SSM subcommittee does not want to discourage sponsorship applications from going forward. A deferred application can be presented at the following SSM ordinary committee meeting if the applicant insists.

The SSM subcommittee will advise the broader Shepparton Show Me Committee in relation to the to the sponsorship application.

Eligibility

All applications will initially be assessed against the following compulsory eligibility criteria.

Eligible Organisations

Organisations must be able to demonstrate that they:

- Are financially viable
- Have the capacity to successfully manage and administer their proposed event on time and within budget

Applications from commercial entities will be considered, however the outcome of these projects must be focused on the benefits to the Shepparton Show Me boundary area, rather than for the commercial gain of the applicant. Applications will be assessed in accordance with project eligibility criteria specified in these guidelines.

Applications which are Eligible for Funding

Projects or activities eligible for funding will:

- Have outcomes which are delivered in the Shepparton Show Me area
- Demonstrate that suitably qualified and experienced people are involved in the project
- Be financially viable
- Appropriately recognise Shepparton Show Me support
- Enhance the vibrancy of Shepparton by providing access to a range of activities, events and festivals



- Seek funding for marketing of events, festivals or activities only
- Not directly duplicate or overlap with existing similar activities

Applications Not Eligible For Funding

The following projects or activities are not eligible for funding:

- Ongoing administration of the organisation, donations or fundraising projects which support the recurrent operations of the organisation
- Remissions of rates
- Retrospective payments or deficit funding
- Contracting of services or equipment
- Funding of capital works, such as: construction of, or improvements to, buildings, and the purchase of equipment which is not specifically inherent to project delivery and would otherwise support the recurrent operations of the organisation
- Funding for individuals
- Projects that have potential to make significant profit and/or where other funding sources are considered to be more appropriate
- Applications from organisations that have not acquitted previous sponsorship funding from Shepparton Show Me will not be eligible for funding

Assessment Criteria for Eligible Projects

Projects assessed as eligible for sponsorship will be assessed against the following criteria. Projects or activities do not necessarily need to meet ALL the following assessment criteria, nor is meeting all the criteria a guarantee of funding.

Assessment criteria

Applications **MAY NOT** be considered unless they meet mandatory requirements:

Mandatory

- Responds to one or more priorities identified in the Shepparton Show Me Strategic Plan
- A detailed budget must be included with the application
- A detailed marketing plan must be submitted with the application
- Where possible the application must be submitted ten (10) weeks prior to the event

Assessment points

- Alignment with Shepparton Show Me brand
- Event is held within the Shepparton Show Me boundary area
- Event compliments, diversifies and does not clash or conflict with the events calendar
- Project plan for the event demonstrates planning relevant to scale of event
- Budget for the event is realistic and includes evidence of other support (i.e. fundraising, sponsorship, use of volunteers, in-kind support etc.)
- The budget requests funds from SSM for marketing purposes only
- Beneficial (social and/or economic) aims and outcomes to the Shepparton Show Me boundary area
- Achievable aims and outcomes



SPONSORSHIP AGREEMENT

Successful applicants will be required to sign a funding agreement which will detail acknowledgement of Shepparton Show Me and reporting requirements.

It is the responsibility of the applicant to ensure all conditions contained within a funding agreement are met. Any request to vary the conditions as contained within a funding agreement must be negotiated prior to any agreement being signed. This request must be in writing, approved and signed by the Chairman of Shepparton Show Me. If this requirement is not met, funding is to be returned to Shepparton Show Me.

Payment

75% of the approved sponsorship monies will be paid upon acknowledgment of successful application and 25% upon successful completion of the post event acquittal and successfully meeting the criteria outlined within the funding agreement. Should these conditions not be met, Shepparton Show Me reserves the right to withhold this final payment. If the post event acquittal is not submitted within 90 days of the completed event, Shepparton Show Me reserves the right to retain 25% of the funding.

Please note: Successful sponsorship applications up to the amount of \$8,000 are not required to invoice for 75%/25%. Only successful applications above \$8,000 are required to do so.

Reporting

A SSM acquittal report is to be completed within 90 days of the event's completion.

Where an organisation does not meet its obligations under the funding agreement, Shepparton Show Me reserves the right to decline future requests for funding.

Other requirements

Event organisers must ensure they have obtained all permits/licences (relevant to their particular event) within required timeframes (e.g. road closures, Temporary Occupancy Permits, Place of Public Entertainment, Place of Assembly, Temporary Food, liquor licence) and it is the organisers' responsibility to ensure they have fully disclosed all details of their event in order to obtain the necessary permits.

Successful Applicants Agreement

Successful applicants will need to complete a Sponsorship Agreement prior to funding and in-kind support being provided.

Inability to comply with these Agreement's Conditions of Assistance will result in withdrawal of support.



GST & Grants

When sponsorship is paid to your organisation for a specific purpose or with any conditions, GST is payable on the monies. Where grants are provided to GST registered organisations, Shepparton Show Me will increase the grant by 10 per cent. This is dependent on the submission of a tax invoice from the organisation.

Where your organisation is not registered for GST, GST is payable on goods and services and the grantor (Shepparton Show Me) is not entitled to an input tax credit. Shepparton Show Me therefore reserves the right not to increase the sponsorship to compensate for an unregistered organisation having to pay GST.



SPONSORSHIP PACKAGES

Applications for event sponsorship will be considered under the following sponsorship packages.

Level 1 - up to \$5,000.00

Would typically be an event, held in the Shepparton Show Me boundary area that is primarily for the local community and attracting predominately local or regional audience and/or has a relatively small budget, or where a smaller contribution from SSM is sought.

Acknowledgement of SSM under L1 would include (but not be limited to):

- Recognition of Shepparton Show Me as a sponsor, relevant to the proportion of sponsorship provided;
- Shepparton Show Me logo displayed in all sponsored event printed material including a half page in the event Program (art work supplied by Shepparton Show Me) and on the event web site with a link to the Visit Shepparton tourism website
- Prominent display of Shepparton Show Me signage (supplied by Shepparton Show Me) in the main areas of the event;
- Acknowledgement of Shepparton Show Me sponsorship in any promotion/marketing of the event.
- The event organiser/s are recommended to gather data
- Written acquittal report required
- The Shepparton Show Me committee may request an oral acquittal report be given

Level 2 - up to \$10,000.00

Would typically be an event, held in the Shepparton Show Me boundary area, that attracts a larger audience, including from outside the region, and/or would have a demonstrable economic benefit to the community, for example by increasing visitor numbers and accommodation bookings. It may also include significant events that have a community benefit and that may attract additional infrastructure or venue hirecosts.

Acknowledgement of Shepparton Show Me under L2 would include (but not be limited to):

- Recognition of Shepparton Show Me as a sponsor, relevant to the proportion of sponsorship provided
- Shepparton Show Me logo displayed in all sponsored event printed material including a half page in the event Program (art work supplied by Shepparton Show Me) and on the event web site with a link to the Visit Shepparton tourism website
- Prominent display of Shepparton Show Me signage (supplied by Shepparton Show Me) in the main areas of the event
- The event organiser/s are recommended to gather data
- Written and oral presentation of acquittal report is required
- Acknowledgement of Shepparton Show Me sponsorship in any promotion/marketing of the event

Level 3 - up to \$15,000.00

Would typically be an event, held in the Shepparton Show Me boundary area that would have state or national appeal, attracting larger audiences and accommodation nights sold, and potentially significant exposure. It may also include significant events that have a positive economic or tourism impact and may attract additional infrastructure or venue hire costs.

Acknowledgement of Shepparton Show Me under L3 would include (but not be limited to):

- Recognition of Shepparton Show Me as a sponsor, relevant to the proportion of sponsorship provided
- Shepparton Show Me logo displayed in all sponsored event printed material including a half page in the event Program (art work supplied by Shepparton Show Me) and on the event web site with a link to the Visit Shepparton tourism website
- Prominent display of Shepparton Show Me signage (supplied by Shepparton Show Me) in the main areas of the event
- Written and oral presentation of acquittal report is required

A survey of patrons must be conducted (and included in the acquittal report) and will include the following (as a minimum):

- Postcode
- How did you find out about the event?
- Have you attended the event before?
- If you don't live locally, what was the primary purpose of your visit?
- Did you stay in paid accommodation? Who did you book your accommodation through?
- Did you participate in any of the following activities whilst in Shepparton for this event?
 - Shopping
 - Attending galleries/museums
 - Dining out
 - Visiting markets
 - Wineries
 - Other

Level 4 - \$15,000.00 and above

Would typically be an event, held in the Greater Shepparton Area, for the region and/or state, attracting significant numbers of patrons from intrastate and interstate, providing demonstrable economic and tourism benefits for Shepparton and the region. Sponsorship at this level would be restricted to existing proven events that are able to demonstrate attendance figures and impact on the local economy.

Acknowledgement Shepparton Show Me under L4 would include (but not be limited to):

- Recognition of Shepparton Show Me as a sponsor, relevant to the proportion of sponsorship provided
- Shepparton Show Me logo displayed in all sponsored event printed material including a half page in the event Program (art work supplied by Shepparton Show Me) and on the event web site with a link to the Visit Shepparton tourism website
- Prominent display of Shepparton Show Me signage (supplied by Shepparton Show Me) in the main areas of the event
- Written and oral presentation of acquittal report is required



A survey of patrons must be conducted (and included in the acquittal report) and will include the following (as a minimum):

- Postcode
- How did you find out about the event?
- Have you attended the event before?
- If you don't live locally, what was the primary purpose of your visit?
- Did you stay in paid accommodation? Who did you book your accommodation through?
- Did you participate in any of the following activities whilst in Shepparton for this event?
 - Shopping
 - Attending galleries/museums
 - Dining out
 - Visiting markets
 - Wineries
 - Other?

It is requested that all applicants discuss their proposed event prior to completing any application.

For further assistance regarding event sponsorship packages please contact:

Mat Innes-Irons
Shepparton Show Me Marketing Co-ordinator
Phone: (03) 5832 9852
Email: sheppartonshowme@shepparton.vic.gov.au