

guidelines for

# FESTIVALS AND EVENTS (COMMERCIAL) SPONSORSHIP PROGRAM

policy | F05B

Ballina Shire Council values the importance of local festivals that aim to showcase the rich cultural diversity and history of our local community, and that deliver economic, social and environmental benefits.

Council wants to obtain maximum leverage from its support of community festivals and events, and believes this can best be achieved when support is provided by a financial contribution, through a cash donation or sponsorship.

## 1. How to apply

Each year Council invites submissions from the community as part of the annual Operational Plan process. Submissions must be made on Council's application form. A Councillor workshop considers all submissions and recommends to the next Ordinary meeting of Council a distribution of the available funds.

## 2. Eligibility criteria for applicants

- must have a demonstrated capacity for festival and event management
- The event must cater to residents and community in the Ballina Shire
- should preferably be based in Ballina Shire and the proposed activity must take place within the Ballina Shire
- must, as a minimum, match Council's contribution with cash
- the event needs to demonstrate substantial economic benefits, such as increased visitor spending, encouraging the uptake of overnight accommodation as well as partnering with local businesses to stimulate local business activity and/or employment
- the event must offer value for money, taking into consideration Council's contribution as a percentage of the total event budget and the number of people who are anticipated to attend the event
- the event must be held outside the peak visitor/holiday seasons
- all acquittals required by Council must have been completed (if the applicant has received previous support from Council)

- the application must be supported by a financial or business plan to Council's satisfaction.

## 3. What Council needs to know

- will the festival or event provide a public benefit in the fields of art and culture, sport and recreation, general health, well-being and education, learning and knowledge?
- will the festival or event meet an identified need and/or develop community strengths?
- will the festival or event be innovative and relevant for the target audience?
- does the event have documented support from groups that would benefit from the event?
- will the festival or event provide social benefits to the broader community?
- how will the festival or event make a positive contribution to the economy?
- what is the anticipated community participation rate, and does it represent value for money?
- how will Council's support be acknowledged?
- is the festival or event viable, and are support funds being sought from other sources?
- will the festival or event be managed to limit adverse environmental impacts?



## 4. How can Council’s donation or sponsorship be spent?

WHAT’S PERMITTED	WHAT’S NOT PERMITTED
waste management	capital expenditure
traffic management	contribution to charities
equipment hire	ongoing operational/administrative costs not directly related to the festival or event
promotion and marketing	retrospective projects
insurance	wages for event organisers
venue hire	
sound equipment and technician	
specialised services, eg marketing consultant for the festival or event	

## 5. Further information

For further information, please refer to the **Festivals and Events (Commercial) Sponsorship Program Policy**.  
**P:** 1300 864 444  
**W** [ballina.nsw.gov.au](http://ballina.nsw.gov.au)

