FUNDING AGREEMENT
Festivals and Events Sponsorship Program (Commercial)

The provision of funds from the **2021/22 Festivals and Events Sponsorship Program** is subject to a number of terms and conditions that must be agreed to by the **recipient organisation** prior to the release of funds.

Details of the terms and conditions are provided below. If your organisation is prepared to accept these terms and conditions, please sign this agreement and return to Ballina Shire Council **within 28 days** of receipt.

Lodgement: Ballina Shire Council, 40 Cherry Street, Ballina (Mon-Fri, 8.15am to 4.30pm); mail to PO Box 450, Ballina, 2478; email council@ballina.nsw.gov.au.

Approved Funding

The recipient acknowledges that funding of **INSERT FUNDING AMOUNT** exclusive of GST has been approved to partially fund **INSERT NAME OF EVENT** under the **2021/22 Festivals and Events Sponsorship Program**.

The recipient acknowledges that the funds provided must be spent on the funded festival/event only.

Any major variations to the event previously submitted in the application form must be submitted in writing to the General Manager, Ballina Shire Council.

Event Insurance

It is a requirement of Council's insurer that the event applicant provide to Council a copy of their Certificate of Currency for Public Liability Insurance for a minimum $20 million dollars. Council may, at its discretion, request higher coverage. The certificate of currency must specifically note coverage for the event including the official event name, date, location and geographical limits. Ballina Shire Council must be noted as an interested party. This must be supplied to Council prior to any funds being released.

Receiving the Funds

Council's contribution offers funding of up to 50% of the total cash expenses of the event. In order to receive the total amount of approved funding the recipient must demonstrate cash spending, double the amount funded by Ballina Shire Council (e.g. If your festival/event receives $20,000 financial support from Ballina Shire Council, you must demonstrate by way of tax invoices/ quotes, that the event cost over $40,000). The funding request must also remain in line with Council's eligibility criteria; to be eligible for support the total cost of the festival/event must be estimated at over $25,000, with a minimum of $15,000 allocated towards cash expenses, excluding Council support.

Payment for funds will be made in 2 instalments upon receipt of invoice, made out to Ballina Shire Council, PO Box 450, BALLINA NSW 2478. Payment will be deposited into an approved organisational account (documentation to be provided). You must **attach** all relevant tax invoices/quotes directly related to the funds:

(a) 75% of the approved funds – prior to commencement of the event

(b) 25% of the approved funds – at the conclusion of the event

OR

(c) 100% of the approved funds in one lump sum payment – at the conclusion of the event

Council reserves the right to withhold payment when the applicant:

(a) has not carried out activities in accordance with this Agreement

(b) has not spent funding in accordance with this Agreement

(c) has breached any other term of this Agreement

Acquitting the Funds

Funds must be acquitted within **sixty days** of the event completion date.

The recipient must provide Ballina Shire Council with a completed Acquittal Report - A **template** will be provided to recipients.

If, for whatever reason, the recipient is unable to proceed with the event, or if any of the funding provided by the Ballina Shire Council is left unused at the conclusion of the funded event, the recipient must inform Ballina Shire Council immediately in writing and repay the funding.

Marketing

Council has a new logo. It is important that event organisers obtain an electronic copy and use the new logo in place of the old. This will be provided to recipients electronically upon receipt of signed terms and conditions of funding.

Use of Council Logo

Council's logo must be applied in a consistent manner; recipients will need to comply with the following:

Backgrounds

Placement of the logo on a white background is preferred. Using the logo over a colour or a photograph can create difficulties with the logo's legibility and impact. Where possible, use of the logo over strongly coloured or complex photographic backgrounds should be avoided i.e. reversing out.

Logo Integrity / Minimum Size

The logo and its associated icons/graphics must always be presented in their full form and must not be broken down into individual elements or manipulated or distorted in any way.

As the logo is 'freeform' in style and without a defined frame it is important not to encroach on the graphic's 'space' with text or other images. A clear margin equal to 25% of the logo's width should be allowed on all sides of the logo. For example, if the logo is to appear 64mm wide, then a clear space of 16mm should be preserved on all sides. The logo should never be used at less than 20mm wide.

Council Acknowledgement

The recipient must provide appropriate public acknowledgement of Ballina Shire Council's contribution to the funded event. This may be done by, but not limited to:

(a) acknowledging Ballina Shire Council in **all press releases** and **media interviews**

(b) using the Ballina Shire Council logo or the words "***sponsored by Ballina Shire Council***" in **all promotional material** (posters, print, electronic, media advertisement, website etc), official programs, newsletters and advertisements where appropriate.

(c) acknowledging Ballina Shire Council if applicable in annual reports and

(d) providing appropriate acknowledgment of Ballina Shire Council through signage, naming rights (where no major sponsor is secured), corporate box, VIP invitations, advertisement and messages in the official event program.

The recipient agrees that if any publicity or promotional material is created, as outlined above, that it is forwarded to Ballina Shire Council's Communications Officer, Tracy Lister tracy.lister@ballina.nsw.gov.au **prior** to the material being printed and/or distributed to the public for **approval**. Please allow up to five working days for approval.

Evaluation Surveys

In order for the Council to measure its investment in the Festival and Event Sponsorship Program, an evaluation survey template has been prepared for recipient organisations to implement at their particular event or festival. The survey template can be tailored to suit the particular community event or festival. To ensure a high completion rate of the surveys, it is important that the surveys are conducted by event organisers/volunteers. The surveys should be undertaken for the duration of the event or festival.

Whilst the completion of event surveys is not a mandatory requirement for funding, it will be highly regarded when recipients are seeking future funding.

Execution Page

EXECUTED as an agreement

COUNCIL SIGNATURE BLOCK

SIGNED for and on behalf of Ballina Shire Council

_____	_____
Name of authorised representative (print)	Name of witness (print)
_____	_____
Signature of authorised representative (print)	Signature of witness (print)
_____	_____
Date	Date

RECIPIENT SIGNATURE BLOCK

SIGNED for and on behalf of INSERT APPLICANT NAME

_____	_____
Name of authorised representative (print)	Name of witness (print)
_____	_____
Signature of authorised representative (print)	Signature of witness (print)
_____	_____

Date

Date