



GUIDELINES

SPONSORSHIP GUIDELINES



OVERVIEW



The sponsorship program aims to support events and activities that foster a prosperous and innovative economy.

It supports initiatives, programs, and activations that provide economic and visitation benefits to the city, contributing to the community's ability to adapt and thrive economically.

Sponsorship applications are welcome throughout the year.

The requests must be submitted at least 8 weeks prior to the proposed event/activity date to be processed.

OVERVIEW



Funding

Applicants can apply for up to \$10,000 for their project.

Successful recipients may receive financial support to cover some of the costs associated with delivering their event or activity, or to cover some of the fees for using City of Clarence facilities or venues.

Funding is available each financial year until the allocated budget is exhausted.

Who is eligible?

- Community or resident groups
- Incorporated associations*
- Not-for-profit associations
- Registered charity organisations

**If your group is not incorporated, you can still apply for a grant provided that your application is auspiced and administered by an organisation that is incorporated.*

If you're unsure of your eligibility, please contact the Economic Development Officer for more information by calling 03 6217 9500 or email ecodev@ccc.tas.gov.au

What can you apply for?

We fund events and activities that deliver strong economic outcomes for City of Clarence, supporting our vision of 'Clarence – a vibrant, prosperous, sustainable city' and aligning with the Strategic Plan 2025–2035.

Priority is given to initiatives that generate economic and visitation benefits, while also contributing to community wellbeing.

Examples may include:

- Festivals and events that attract visitors to City of Clarence (e.g. food and wine festivals, multicultural festivals, seasonal events).
- Sporting events, tournaments or competitions that attract participants and spectators from outside the region.
- Arts and music events that increase visitation and support the local creative economy.
- Employment-focused events that support workforce participation and local economic growth (e.g. job and career expos).
- Events that activate public spaces and precincts, encouraging local participation and spending (e.g. markets, pop-up events, recreational activities).

Examples of activities that won't be funded

- Activities and events that promote views and behaviours which are inconsistent with the adopted values and policy commitments of City of Clarence.
- Activities and events that are illegal or enable illegal activity.
- Activities and events that undermine competitive neutrality (that is the requirement that activities compete fairly in the market and on equal terms to other businesses).
- The core business of educational, religious and medical organisations.
- Projects/activities that are under the jurisdiction of the State or Federal Government.
- Events or activities that have commenced prior to funding being approved.
- Event, project or activity which is primarily commercial.
- Individual pursuits or professional development without a strong and direct public outcome to City of Clarence.
- Donations or fundraising activities that support the recurrent operations of the applicant.
- General business administration costs of the applicant (not directly related to the funded activity).

If you are unsure about your project, please contact the Economic Development Officer for additional information and guidance.

The budget

You must provide a budget outlining the funding arrangements for your project. The purpose of the budget is to demonstrate how the project will be funded and to support the assessment process.

Your budget should clearly show:

- How project elements will be funded (e.g. materials, fees, services).
- The resources required to deliver the project.
- Which components of the project our funding will support.
- Your contribution to the project, including any in-kind support.

Please note that any budget allocation towards prize money will be excluded from funding consideration.

We prioritise applications that demonstrate a significant applicant contribution, which may include a combination of financial and in-kind support.

Assessment criteria

Applications will be assessed in accordance with the following criteria:

1. The applicant/s must meet the eligibility criteria.
2. The activity must be undertaken within the Clarence municipality or clearly demonstrate that it will benefit City of Clarence and its residents.
3. The applicant is reputable and demonstrates alignment with our values, strategies and priorities.
4. The activity delivers economic contribution and flow-on effects for the City of Clarence, with clear and measurable outcomes.
5. The activity delivers benefits commensurate with the sponsorship, including economic and community outcomes.
6. The applicant demonstrates capacity to deliver and manage the project.
7. The applicant has appropriate insurance, and risk management and workplace health and safety measures in place, and if the event or activity is held on City of

Clarence land, has obtained the required event permit from our Facilities unit.

8. The activity must not lead to a conflict with our legislative obligations, including competitive neutrality, and must not expose council to any unreasonable financial, legal, reputational, or other risks.
9. A clear and detailed budget is provided, including funding sources, our contribution, and any in-kind support.
10. The applicant demonstrates efforts to secure other funding where appropriate, and shows a commitment to working towards the financial sustainability of the event or activity.

In determining an outcome, we will also consider the applicant's previous history of successful access to a grant or sponsorship and adherence to relevant sponsorship agreement to provide equitable access within scope of available funds.

Your obligations – If you are successful in receiving a grant

If we approve your grant, you are required to:

- Enter into a formal Sponsorship Funding Agreement with City of Clarence, unless the sponsorship funding is solely for the hire of one of its venues.
- Expend the grant monies only on the activity for which the funding was approved.
- Publicly acknowledge the support of City of Clarence in all print and electronic acknowledgements and media releases.
- Complete an acquittal report within one month from the date of the agreement.

How to apply

To apply, you must register and submit your application through SmartyGrants.

1. Visit the application page: <https://clarencitycouncil.smartygrants.com.au/request-for-sponsorship>
2. Then click 'Log in'.
3. If you don't have an account, follow the prompts to register.
4. Once registered, you can start and submit your application.

You can also preview the application form before starting.

CHECKLIST

- ☐ Ensure you are applying for a sponsorship, not a grant stream.
- ☐ Give a clear description of the proposal and the anticipated economic benefit.
- ☐ Use clear and plain language, avoid the use of jargon.
- ☐ Focus on key points in your application, ensuring it meets the eligibility and assessment criteria and clearly explains how the project will be delivered.
- ☐ Remember to align the proposed project outcomes with our adopted plans, goals and strategies.
- ☐ Provide clear information about your organisation. Do not assume the group will be known to the assessors.
- ☐ Ensure the application is signed by an authorised person. Incomplete applications will not be considered.
- ☐ Ensure the budget is sufficiently detailed, accurate and realistic.
- ☐ Include letters of support from organisations or individuals directly involved in, or benefiting from, the proposed project (where applicable).
- ☐ Include written quotes if your sponsorship request relates to specific expenses.
- ☐ Lodge the application in SmartyGrants and complete all the required fields.
- ☐ Ensure requests are submitted at least 8 weeks prior to the proposed event or activity date to allow sufficient time for processing.

