

CITY OF HOBART

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# Sponsorship Guidelines

September 2021



July 2019



City of **HOBART**



Image Credit Alistair Bett

## Vision Statement

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Hobart breathes. Connections between nature, history, culture, businesses and each other are the heart of our city. We are brave and caring. We resist mediocrity and sameness. As we grow, we remember what makes this place special. We walk in the fresh air between all the best things in life.

The City of Hobart Sponsorship Program offers support to eligible events, festivals and activities by the way of financial and in-kind sponsorship in exchange for mutually beneficial outcomes.

For the purposes of the program, the definition of a sponsorship is:

A large scale commercial event, festival or activity (including sporting) that is high profile and, as a result, has the potential for significant promotional leverage (ie interstate media/branding opportunities) and significant economic benefit, improving visitation and providing enrichment to the community. As a result, most sponsorship applications will be initiated from well-established proven events.

City of Hobart sponsorship is not a given and for this particular program funding should be treated the same as a commercial sponsorship. The City of Hobart reserves the right to reject any application that does not meet the eligibility, qualification or evaluation criteria. The City of Hobart also reserves the right to request further information in considering any application.

# Eligibility

To be eligible to receive sponsorship from the City, the applicant must:

- i.** be an Australian legal entity with an Australian Business Number (ABN), this includes incorporated associations, proprietary or public companies and trusts, but not sole traders
- ii.** have submitted the application not less than a three-month period from the event date
- iii.** ensure the funding requested is not more than 30 per cent of the total cash budget
- iv.** ensure the activity/event is not exclusive to a particular segment, but has broad appeal and can be attended by the general public. This does include ticketed events, so long as tickets are available for purchase by the general public.
- v.** ensure waste reduction strategies are incorporated into the project. This means, if food is sold or given away in disposable containers, only certified compostable containers and utensils must be provided to patrons. In addition, the use and distribution of plastic, 'micro-bead' and glitter products (such as balloons, flags and promotional paraphernalia and plastic single-use water bottles) will not be undertaken as part of the event.
- vi.** demonstrate respect to Aboriginal people by observing cultural protocols and include appropriate Aboriginal acknowledgement.

In addition to these criteria, each sponsorship proposal will be subject to a risk assessment completed by the sponsorship officer.

Sponsorships will only be entered into where the risk of damage to the reputation of the City of Hobart is perceived as acceptable.

Sponsorships will not be considered where they:

- i.** conflict with the City of Hobart's strategies, values and mission
- ii.** impede or potentially impede the City of Hobart from carrying out its functions and statutory obligations
- iii.** are applications emanating from Commonwealth, State or local government agencies, schools and government business enterprises
- iv.** are applications emanating from political parties
- v.** are proposals emanating from parties previously found guilty of relevant illegal or improper conduct
- vi.** are applications where the applicant has not correctly acquitted a previous City of Hobart grant or sponsorship, or where the applicant has outstanding debts to the City of Hobart
- vii.** are applicants that have already received funding from the City of Hobart (including in-kind) for the same event within the same financial year. This includes applicants who are currently receiving funds as part of the Major Cultural Organisation Grant
- viii.** are applications that directly benefit an individual or are a fundraiser
- ix.** discriminate by way of race, religion, gender or sexual orientation in employment, marketing, advertising practices or within the event itself
- x.** do not show a genuine readiness or capability to carry out the obligations or expectations of a sponsorship
- xi.** are connected to tobacco, drug companies or products, or excessive use of alcohol
- xii.** are in any way associated with illegal or dangerous activities or practices.



📷 Dark Mofo/Rémi Chauvin, 2019  
Image Courtesy Dark Mofo, Hobart, Tasmania, Australia

## How much can you apply for?

Sponsorships can be for any amount, but funding is only available until such time as the budget allocation is exhausted. Applicants must speak to a sponsorship officer prior to submitting an application to confirm the budget available.

It is unlikely that sponsorship requests will be funded in full.

Successful sponsorship applicants will be paid 70 per cent of the approved cash amount prior to the event, with the remaining 30 per cent paid upon completion of acquittal.

## What can you apply for?

A City of Hobart sponsorship can be cash, or in-kind support, or a combination of both. The cost of the in-kind support is part of the recognised amount for sponsorship.

In-kind support from the City includes road closure fees, equipment hire, venue hire and other support as negotiated as either a full fee waiver or discounted fee. No further reductions on these fees will be entered into after the approval of the sponsorship agreement. For more information on the services and charges that can be included in an in-kind request, please refer to the Fees and Charges booklet found at [www.hobartcity.com.au/Council/Fees-and-charges](http://www.hobartcity.com.au/Council/Fees-and-charges).



Image Credit Alistair Bett

## How do I apply?

Applications can be made through the SmartyGrants platform and a link will be provided by the sponsorship officer.

### Applicants will need to provide:

- details of the activity and overall objectives of the activity for which sponsorship is sought
- details of the sponsorship support requested including a dollar value and any in-kind support
- the scale of the activity, the number of participants expected and their demographics
- an overall project budget
- previous event results, if applicable
- details of the proposed sponsorship benefits to the City of Hobart (return on investment)
- the names of other sponsors, proposed or confirmed, involved with the event or activity.

## When should you apply?

Applications for sponsorship will open in the first half of each financial year. Events will not be considered where there is less than three months to the event date.

Applications are for events that occur between January and May 2022.

## Canvassing

Sponsorship applicants must not canvass any Elected Member of the City of Hobart.

If a determination is made by officers that an applicant has attempted to provide additional information, either directly or indirectly, on any matter in relation to the sponsorship to an Elected Member, the applicant may be disqualified and the sponsorship excluded from consideration.

# Defining the sponsorship benefits

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Applicants will be required to work with officers to determine a range of negotiated benefits, which will be customisable to the project.

The City of Hobart has an expectation that it receives value for its investment through demonstrated benefits, including, but not limited to:

- branding and profile raising opportunities
- ability to be included in high-profile media/advertising
- participation, displays or on-site presence at events
- complementary tickets and promotional giveaways to be used at the discretion of the City for the benefit of the community
- providing activations at complementary City of Hobart events
- provide mechanisms for the City of Hobart to reach and engage a large audience

Tickets for Elected Members may be offered by event organisers but are not considered a benefit to the community and will not be considered as part of sponsorship value.

## Assessment criteria

The sponsorship program is highly competitive and the City of Hobart receives more applications than it can support. The ability to meet all criteria is not a guarantee of funding.

COVID-19 continues to provide a level of uncertainty for event organisers. The City of Hobart acknowledges these difficulties and the effects on tourism and economic outcomes. This will be taken into consideration during the assessment process.

### The assessment criteria and weighting:

#### **Economic and Tourism 50%**

For this round, the objective will be to support events that clearly produce benefits to the tourism and hospitality sectors in the City of Hobart local government area.

- Ability of the proposed project to contribute to a measurable economic benefit in the Hobart municipal area. The capacity to provide opportunities for local businesses to leverage the event.
- Ability of the project to increase visitation within the municipal area, or if the activity/event is held outside the municipality, it will provide direct tourism/economic benefits to the municipal area.

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#### **Marketing 20%**

The degree to which the project proposes to increase the profile of the City of Hobart in a positive way.

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#### **Cultural 10%**

Degree to which the project assists in the development of an inclusive and strong community and increases participation in city life for all.

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#### **Inspired 10%**

The degree to which the project has a point of difference from existing programs. The degree to which the project activates spaces in the city, particularly during quiet periods and unused spaces.

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#### **Competency 10%**

The demonstrated experience and capacity to manage the project and sponsorship requirements. The project must demonstrate financial viability.



Image Credit Alistair Bett

## Vision and key strategies

The Sponsorship Program supports a number of objectives as set out in the following City of Hobart documents:

- Hobart: A Community Vision for Our Island Capital
- Capital City Strategic Plan 2019 – 2029
- Creative Hobart Strategy
- Social Inclusion Strategy
- Hobart: A City for All. Community Inclusion and Equity Framework

Applicants are encouraged to familiarise themselves with these strategic documents to gain an understanding of the directives and values that the City of Hobart is working towards.

## Bookings

It is the responsibility of the applicant to ensure that all venue or equipment bookings or any associated charges for fees, hire or permits required for your event are all managed and confirmed directly with specific officers within the City.

## Assessment process

Sponsorship applications are assessed via the following keys steps:

### 1. Initial discussion

Applicants are encouraged to contact the sponsorship officer to ensure that the event is suitable.

### 2. Eligibility form

The applicant will complete the project eligibility form online. The sponsorship officer will confirm that the event is eligible.

### 3. Negotiation and opportunities

The sponsorship officer will discuss the potential promotional opportunities to ensure appropriate alignment.

### 4. Complete application form

The applicant will complete the full application form and address the key sponsorship criteria.

### 5. Panel

A panel of internal, skilled officers will assess the application and score it against the assessment criteria. Where required, an external subject matter expert may provide advice to assist the panel with their decision.

### 6. Recommendations

The panel recommendation will be discussed with applicant to confirm promotional benefits.

### 7. Council

The application will then be presented to the relevant Committee. It will then be presented to Council for final consideration.



# Acquittal

The sponsorship recipient will be required to submit a completed sponsorship acquittal that includes a project report within three months of the project's completion. This includes a detailed summary of the return on the investment made to the City. If the applicant has a multi-year agreement, the applicant must acquit for each year the project is held. Professional images of the event/activity must also be provided.

Adequate budget will need to be set aside for event research to enable the provision of information relating to attendance, demographics, promotional benefits and economic impact.

This will enable sponsorship officers to conduct a review to determine the outcomes of the event.

Applicants who fail to complete their acquittal will not receive the remaining 30% of funding and may be declined any future funding from the City.

## Successful applications

Prior to payment of the sponsorship, successful applicants will be required to:

- provide a copy of the organisation's Public Liability of a minimum \$20 million. On occasion, the need for a higher public liability cover may apply.
- sign the City of Hobart sponsorship agreement and return an original copy to the Sponsorship Team. The agreement will detail the commitment of both parties, including terms and conditions of the sponsorship, delivery obligations, mutually agreed KPIs, reporting, use of corporate identity and termination provisions.

The City of Hobart expects that an applicant who receives sponsorship will be experienced in event management.

If an applicant is successful, the applicant will be required to:

- proactively manage the sponsorship relationship with the City of Hobart.
- ensure that the benefits agreed upon are met
- communicate regularly and provide updates to the City of Hobart.
- provide evidence to the City of Hobart of benefits met.
- proactively update the sponsorship officer of any changes in the direction of the project/sponsorship.

## Contact Us

For further information specifically regarding a project proposal for a City of Hobart sponsorship, please contact the sponsorship officer on **03 6238 2989** or via email **[sponsorship@hobartcity.com.au](mailto:sponsorship@hobartcity.com.au)**



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[hobartcity.com.au/sponsorship](http://hobartcity.com.au/sponsorship)