



Community Sponsorship Program

August 2026

Northern Grampians Shire Council's Funding Program provides communities, businesses and local community groups with the opportunity to work collaboratively with the council to undertake projects that uplift our community's economic wellbeing and our residents' quality of life.

Understanding Sponsorships

The Community Sponsorship Program provides a flexible way for Northern Grampians Shire Council to support community organisations to deliver positive outcomes for our community.

Sponsorship can take different forms. Depending on the nature of the request, Council's involvement may range from providing straightforward financial or in-kind support through to working closely with an organisation to achieve shared outcomes.

How is a Sponsorship different from a grant? Unlike a grant, a Sponsorship is developed in partnership with Council. Rather than being a competitive funding round, Council works directly with groups and organisations to determine the most appropriate level of support.

Support may include:

- **Financial assistance** to contribute towards the delivery of the initiative.
- **In-kind support**, such as access to Council facilities or venues, equipment, staff time, advice or other Council resources.
- **Promotion and communications support**, such as helping promote the initiative through Council communication channels, or providing Council signage and promotional materials.
- **Council expertise and advice**, including support from relevant Council teams to help plan, develop or deliver the initiative.
- **Shared planning and delivery**, where appropriate, with Council and the organisation working together on agreed aspects of the initiative.

Purpose of the program

The purpose of the Community Sponsorship Program is to provide a way for Council to work with community organisations and other partners to support initiatives that:

- Respond to important community needs and opportunities
- Create meaningful connections with our community.
- Support the valuable work being undertaken by local organisations.
- Contribute to the social, cultural, economic and community wellbeing of the Northern Grampians Shire
- Align with Council's strategic priorities and areas of focus.

The program allows Council to tailor its involvement, contribution, recognition and expectations to suit the initiative with a focus on working with community organisations to support initiatives that make a positive difference to the Northern Grampians community.

The level of Council's involvement will depend on the nature of the initiative, the community benefit and what Council and the organisation are seeking to achieve together.

Types of Sponsorships?

To provide a level of flexibility for groups and organisations sponsorships fall into two categories.

Support Sponsorship

This sponsorship is suited to initiatives where a community organisation is seeking straightforward financial or in-kind support from Council.

This may be suitable when:

- The initiative is led and delivered by a community organisation.
- The organisation is seeking a financial or in-kind contribution from Council.
- The initiative provides a clear benefit to the community.
- Council and the organisation can agree on appropriate recognition or other benefits.
- The level of Council involvement is relatively straightforward.

The relationship is generally: Community-led initiative → Council support → community benefit + agreed recognition or benefits for Council

Partnership Sponsorship

A Partnership Sponsorship is suited to initiatives where Council and a community organisation want to work more closely together to achieve a shared outcome.

A partnership may involve:

- Joint planning and decision-making.
- Council staff involvement.
- Sharing resources, knowledge or expertise.
- Contributions from both Council and the organisation.
- Shared responsibility for agreed outcomes.
- Initiatives that strongly align with Council priorities, plans or strategies.

The relationship is generally: Council + community organisation → shared planning and contribution → shared outcomes.

What initiatives can be sponsored?

Council is focused on supporting initiatives that:

1. Boost the liability and vibrancy of Northern Grampians Shire.
2. Align with our community's big-picture goals as outlined in the Council Plan and various community strategies.
3. Contribute to one of the community sponsorship outcomes:

Young people are supported to learn and grow.

We support initiatives that:

- Help young people learn new skills and build confidence.
- Encourage young people to get involved in their community.
- Recognise and celebrate the achievements of young people.

Our communities are inclusive and welcoming.

We support initiatives that:

- Help everyone feel welcome, included and connected.
- Encourage women and girls to participate, lead and learn new skills.
- Celebrate different cultures and help new residents connect with the community.
- Improve access and participation for people with disability.
- Promote respect, reduce discrimination and strengthen community connection.

People are active and connected through sport and recreation.

We support initiatives that:

- Help people build skills and confidence through sport or active recreation.
- Encourage people of all ages and abilities to be active.
- Bring people together through fun and inclusive activities.

Communities care for the environment and are prepared for the future.

We support initiatives that:

- Help communities prepare for and respond to emergencies and changing weather.
- Protect, improve and care for our natural environment.
- Encourage practical action towards a more sustainable future.

Our culture, creativity and identity are celebrated.

We support initiatives that:

- Celebrate the Northern Grampians' culture, heritage and identity.
- Increase participation in arts and cultural experiences.
- Strengthen community pride and connection through creativity.

What can the funding be used for?

If your initiative can contribute to one of the sponsorship funding outcomes listed above, funds can help your community group or organisation to:

- ✓ Support ongoing programs or activities.
- ✓ Kick-start or deliver a new initiative.

Council will not consider providing funding that contributes towards:

- The purchase of gift and prizes;
- Wages and operational costs;
- The reimbursement of council fees and charges;
- Unconditional gifts, donations, bequests, or endowments;
- Political sponsorships, donations, or merchandising;
- Events or programs that discriminate denigrate, exclude, or offend minority groups;
- Environmental concerns; or
- Have the potential to become a hazard to the community.

Are you eligible?

To be eligible for a Community Sponsorship, your organisation will need to:

- Be a not-for-profit, incorporated body, or you have an ABN.
- Be based in Northern Grampians Shire or can effectively demonstrate your request has a direct benefit to the residents within it.
- Work collaboratively with Council's Community Development team.

- Demonstrate how your initiative aligns with one of the sponsorship outcomes.
- Meet any relevant Council permits or regulatory requirements needed to deliver your initiative.
- Hold appropriate Public Liability Insurance.

If you are a local business who has an idea that will benefit the broader community and it is not-for-profit, please contact the Community Development team to discuss your eligibility.

Your group or organisation cannot request funding if:

- You have received considerable grant funding within the same financial year.
- Are an individual applying for funds.
- The purpose for the sponsorship has commenced prior to the date on which the funds are released.
- The funds are to be used for wages, however professional services that support project capacity building (i.e. consultant fees, professional services, service, or product contractors that directly benefit the initiative) will be considered.
- Previous funding received from council has not been satisfactorily acquitted.
- There is outstanding debt with the council.

How to apply

Before applying, please contact Council's Community Development team to discuss your event and funding request. This helps ensure you are applying for the most appropriate funding program and allows Council to determine whether your event is best suited to Community Event Funding, Event

- Sponsorship requests are to be submitted online using the Smarty Grants platform.
- When you apply, you will receive a submission acknowledgement from Smarty Grants.
- Your submitted application can be accessed in your Smarty Grants account.

How your application is assessed

To be considered for a Community Support or Partnership Sponsorship, your application should:

- Demonstrate how your initiative aligns with one of the sponsorship outcomes.
- Show the benefits your initiative will provide to the Northern Grampians community.
- Align with our community's big-picture goals as outlined in the Council Plan and various community strategies.
- Explain how partnering with Council will add value to your initiative and the community.
- Be managed by an organisation with the skills and capacity to successfully deliver the initiative.
- Have a Responsible Drug and Alcohol Policy in place, where applicable.

Once your application is received, it will:

- Be reviewed by Council's Economic Development and Community Development teams.
- Be assessed against the Sponsorship goals and the overall benefits to the community.
- Be considered alongside the available Sponsorship budget for the financial year.

Applications are generally assessed within two weeks of being received, and applicants will usually be notified of the outcome in writing within four weeks.

Conditions of funding if your request is successful

If your application is successful, we'll work with you to put together a Sponsorship Agreement. This agreement outlines the support being provided and the responsibilities of both Council and your organisation.

As part of the agreement, you will need to:

- Use the sponsorship funding for the approved purpose. If your initiative changes, please contact Council to discuss the proposed changes before using the funds.
- Note that all sponsorship amounts are GST exclusive.
- Complete your initiative within 12 months of receiving your Letter of Offer. If you need more time, simply contact Council to discuss an extension before the due date.
- Work with Council on agreed roles and responsibilities and promotional opportunities.
- Participate in media and communications opportunities that help promote your initiative and Council's Sponsorship Program, where requested.
- Use the Northern Grampians Shire Council logo and any other approved promotional material such as Discover Northern Grampians provided by Council in accordance with the Sponsorship Agreement.
- Ensure your initiative complies with all relevant legislation, permits and regulatory requirements.
- Ensure volunteers are registered with your organisation and are appropriately covered by insurance.
- Submit an acquittal and feedback report through the SmartyGrants portal within three months of your event. The report should include photos, details of the initiative, the outcomes achieved, and evidence of the agreed activities.

We're here to support you throughout the process, so if you have any questions or your plans change, please get in touch, we're happy to help.

References to relevant council plans and strategies

Grants Funding Policy 2024

Northern Grampians Events Strategy 2023 -33

Municipal Public Health and Wellbeing Plan 2021-25

Economic Development Strategy 2021-31

Applicable legislations and standards

Gender Equality Act 2020

Child Wellbeing and Safety Act (2005 (Vic).

Victoria Child Safe Standards

Worker Screening Act 2020 (Vic).

Equal Opportunity Act 2010

Charter of Human Rights and Responsibilities Act 2006

Age discrimination Act 2004

Fair Access Policy 2024

Sex Discrimination Act 1994

Disability Discrimination Act 1975