

Community Event Sponsorship Guidelines

August 2026



Council is committed to providing funding that is fair, transparent and supports projects and events that make a positive difference for our community.

Our funding programs align with the Northern Grampians Shire Council Plan Goals of 'Live It Up' by supporting healthy, connected communities and 'Business Buzz' encouraging a thriving local economy and tourism.

What's a Sponsorship?

How is an Event Sponsorship different from a grant?

Grants provide funding through an established grant program, with applications assessed against set criteria.

Event Sponsorship is a more flexible approach. Council works directly with event organisers to understand their event, the benefits it will provide to the community, and what support may be needed. The level and type of Council support can then be tailored to suit the event.

Sponsorship may include financial support as well as other forms of Council support, such as promotion, in-kind assistance or other agreed contributions.

Why does Council use Event Sponsorships?

Council uses Event Sponsorships to support events that deliver significant community, economic and tourism benefits. This approach enables Council to:

- Build long-term partnerships with event organisers.
- Support events that have a strong impact on the community and local economy.
- Promote the Northern Grampians Shire as a destination to live, work and visit.
- Help grow events that strengthen community identity and showcase the region.

As events grow and attract larger audiences, they may become eligible for additional funding opportunities, including tourism and major events funding programs.

About Community Event Sponsorship

Council recognises that community events play an important role in bringing people together, attracting visitors and showcasing everything that makes the Northern Grampians Shire a great place to live, work and visit.

The purpose of Council's Community Event Sponsorship Program is to support local groups and organisations to create events that make a positive contribution to our community.

Event Sponsorship provides an opportunity for Council to work alongside event organisers to support events that create lasting benefits for our communities.

Applications are open throughout the year while funding remains available. Eligible groups can apply for up to \$3,000 to support their event.

If you believe your event is growing and has the potential to attract close to 500 attendees, you can also express your interest in a \$5,000 Community Event Boost Sponsorship to help support its continued development and growth.

The purpose of Council's Community Event Sponsorship Program is to support events that strengthen communities, attract visitors, contribute to the local economy, have the potential to grow and showcase Northern Grampians Shire as a vibrant place to live, work and visit.

Community outcomes we are looking to support?

Council is looking to support events that make a positive contribution to the liveability, vibrancy and wellbeing of the Northern Grampians community and align with the broader goals outlined in the Council Plan and community strategies.

Events may contribute to one or more of the following outcomes:

- Stronger community connections and a greater sense of belonging through opportunities for people to come together and build community pride.
- Increased participation and visitation, attracting people from across and beyond the Northern Grampians Shire.
- Greater awareness and appreciation of the Northern Grampians' unique places, people, culture, heritage and experiences.
- Stronger partnerships and collaboration between community groups, businesses and organisations.
- Increased skills, experience and connections among local event organisers, supporting the sustainability and growth of community events.
- A more vibrant year-round community calendar with increased opportunities for people to connect, participate and visit throughout the year.

What can the funding be used for?

Sponsorship funding can be used for costs that contribute to the successful delivery and growth of an event, including:

- Marketing, promotion and advertising.
- Entertainment and performers.
- Equipment and event materials.
- Infrastructure and equipment hire.
- Venue hire.
- Traffic management and event safety requirements.
- Waste management and cleaning.
- Accessibility and inclusion initiatives.
- Volunteer support and event operations.
- Activities that enhance the visitor and community experience.

Funding cannot be utilised for:

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 of a political nature;
- 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 Event Sponsorship, your organisation will need to:

- Be a not-for-profit, incorporated body, or 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 in partnership with Council. This may include collaborating with Council's Tourism, Economic Development and/or Community Development teams to help promote your event and identify opportunities to work together.
- Demonstrate how your event aligns with at least two of the Event Sponsorship outcomes.
- Meet any relevant Council permits or regulatory requirements needed to deliver your event.
- Hold appropriate Public Liability Insurance. This is typically a minimum of \$20 million in cover. Lower levels of cover may be considered where the level of risk is low.

If your organisation is based outside the Northern Grampians Shire, you will need to demonstrate how you are partnering with local businesses, community groups or organisations, and how your project or event will provide significant benefits to the Northern Grampians Shire community.

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 event duplicates an existing event.
- Previous funding from council has not yet been successfully acquitted.
- The funds are to be used for wages, however professional services that directly support the initiative will be considered.
- The event may be perceived to discriminate, denigrate, exclude or offend marginalised minority groups.
- The event may be perceived to be hazardous to the community.
- The funding is being provided in retrospect (the event has started or is complete).

How to apply

Before you apply, we encourage you to contact Council's Community Development team to discuss your idea. This will help ensure you're applying for the funding program that best suits your needs.

We've made the application process as simple and straightforward as possible. To apply:

- Register for or log in to SmartyGrants.

- Complete and submit your application form in your SmartyGrants account.
- Check your email for confirmation. Once you've submitted your application, you'll receive an email confirming that it has been received.
- Track your application. You can log in to your SmartyGrants account at any time to view your submitted application and track its progress.

If you have any questions or need assistance with your application, our Community Development team is here to help.

How your application is assessed

To be considered for a Community Event Sponsorship, your application should:

- Demonstrate how your event aligns with at least two of the Event Sponsorship goals.
- Show the benefits your event will provide to the Northern Grampians community.
- Explain how partnering with Council will add value to your event and the community.
- Be managed by an organisation with the skills and capacity to successfully deliver the event.
- 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 Event Sponsorship goals and the overall benefits to the community.
- Be considered alongside the available Event 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.

What to expect if your sponsorship is approved?

If your application is successful, we will work with you to put together a simple 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 project changes, please contact Council to discuss the proposed changes before using the funds.
- Note that all sponsorship amounts are GST exclusive.
- Complete your event 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 promotional opportunities, including acknowledging Northern Grampians Shire Council as a sponsor where appropriate.
- Participate in media and communications opportunities that help promote your event and Council's Event 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 event complies with all relevant legislation, permits and regulatory requirements, including the Child Safety Act.
- Ensure volunteers are registered with your organisation and are appropriately covered by insurance.
- Submit a short feedback report through the SmartyGrants portal within three months of your event. The report should include photos, details of the event, the outcomes achieved, and evidence of the agreed promotional 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