



# Tourism Events Sponsorship Guidelines

September 2026

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Northern Grampians Shire Council (Council) provides funding and support to event organisers staging tourism events which attract visitors, boost economic growth and celebrate the regions unique communities and attractions that create a 'buzz' within the Northern Grampians Shire.

These Guidelines explain the purpose, objectives, amount of funding available, the application and decision-making processes to gain Council sponsorship.

## **Aims and priorities of Council's Tourism Events Sponsorship:**

In providing funding, Council aims to support and encourage events which meet these key fundamentals;

1. Local ownership.
2. Point of difference / Unique selling proposition.
3. Spirit of collaboration.

As set out in both Council's [Event Strategy 2023-2033](#) and [Event Policy 2024](#), tourism funding and support is focused on events which;

- Grow the Northern Grampians Shire (NGS) calendar of tourism events and extend visitor length of stay by;
  - Ensuring NGS offers diverse, unique, high quality and enriching experiences that are dispersed appropriately throughout NGS.
  - Protecting, enhancing, and celebrating our natural, cultural and heritage assets.
  - Providing access to a diverse range of offerings, including arts, culture and entertainment.
- Attract significant visitor numbers to positively impact the Northern Grampians Shire and tourism economy.
- Enhance the vibrancy and diversity of visitor experience.
- Celebrate existing tourism assets or aim to establish new tourism experiences.
- Actively promote the region into intrastate, interstate or international markets.
- Are financially sustainable long-term.
- Contribute to Northern Grampians' liveability and well-being.
- Strive for continuous improvement and innovation.

## General Information

Council is committed to supporting tourism events and recognises the importance of such events which seek to boost visitation and economic growth by enhancing the visitor experience, celebrating the regions strengths, and extending the length of stay and spend across the Northern Grampians Shire.

### Things to note:

|                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| Event Attendance Numbers | Tourism events are defined in the Northern Grampians Event Strategy 2023-33 as an event held within the Northern Grampians Shire that attracts over 500 patrons predominantly from outside Northern Grampians. These have a minimum of 500 forecast participants per day and may be multi-day events involving several locations.                                                                                                                                                                                                          |
| Tourism Events           | <p>This grant sponsorship is for events in their early years (i.e. less than five years old*).</p> <p>The aim of the program is to provide event organisers with an opportunity to build their capacity to stage long term sustainable events and work with Council collaboratively to attract visitors to the region, extend their stay and encourage positive economic impact to the Northern Grampians Shire.</p> <p><i>*Assuming the event fits other criteria, please contact the Tourism and Events team to discuss further.</i></p> |
| Funding Available        | <p>Funds available per round per application is up to \$10,000.</p> <p>The Tourism Events Sponsorship program is open throughout the year (or at a set period of time) until all funds have been expended.</p>                                                                                                                                                                                                                                                                                                                             |

Information about the program will be communicated and promoted to the public via the Council's website, social media and corporate communication channels.

Funding is available for all types of events, to gain a greater understanding of the funding offered by Council refer to the following web page - [www.ngshire.vic.gov.au/Events/Tourism-and-Events-Grants](http://www.ngshire.vic.gov.au/Events/Tourism-and-Events-Grants)  
Feel free to seek advice from the Tourism and Events team regarding the best funding option / fit as required.

## What the funds can be used for

### Items suitable to be funded with the sponsorship include:

- Marketing and promotion.
- Advertising.
- Promotional materials / equipment.
- Venue hire.
- Materials and equipment to be used during the event.
- Professional services.
- Catering / refreshments for non-paying events (to be only a proportion of the requested amount).

## Who can apply for funding?

| Eligibility Criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Ineligible Applicants                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| <p>All applicants are required to:</p> <ul style="list-style-type: none"> <li>• Demonstrate that the event aligns with the purpose of the program and Council's Event Strategy.</li> <li>• Demonstrate that the funding will support either: <ul style="list-style-type: none"> <li>a) An established Tourism Event to develop continuous improvement, innovation and growth; or</li> <li>b) A new Tourism Event to establish long-term sustainability and growth.</li> </ul> </li> <li>• Be deemed a Tourism Event (refer to referenced Event Policy) or at the discretion of the Tourism and Events Team.</li> <li>• Be held in the Northern Grampians Shire.</li> <li>• If the event is being staged by a business, the business must be registered on the Australian Business Register.</li> <li>• If the event is being staged by an event committee, the committee must be a registered incorporated association.</li> <li>• Have Public Liability Insurance (of at least \$20 million) for the duration of the event.</li> <li>• Demonstrate effective governance and management structures and a track record of successfully running events or demonstrate that the organisation has the capability to run a successful event.</li> <li>• Demonstrate the event's potential for long-term sustainability following Council's support.</li> <li>• Be a public event, inclusive and accessible to everyone and</li> <li>• Provide documentation and evidence to meet the funding category criteria.</li> </ul> | <p>Applications will be ineligible if:</p> <ul style="list-style-type: none"> <li>• Applicants have received substantial support from Council during the same financial year.</li> <li>• An individual is applying for funds.</li> <li>• The funding is clearly the responsibility of spheres of government departments i.e., Regional Arts Victoria.</li> <li>• The event duplicates or unnecessarily competes with other local events that already exist.</li> <li>• The event commenced before the date on which the funds are released.</li> <li>• The funds are to be used for ongoing or recurrent operations including wages (Professional services that support project capacity building i.e., consultant fees, professional services, service, or product contractors that directly benefit the project will be considered).</li> <li>• Previous funding received from Council has not been satisfactorily acquitted.</li> </ul> |

## Assessment criteria and decision-making process

### Successful applications will need to:

|                      |                                                                                                             |
|----------------------|-------------------------------------------------------------------------------------------------------------|
| Align...             | Align with at least one of Council's Tourism Event core fundamentals and objectives.                        |
| Event Plan           | Have a clear event plan and can provide the required documentation outlined under a successful application. |
| Demonstrate Outcomes | Demonstrate what the expected outcomes of holding the event will be.                                        |
| Cost Accuracy        | Have been accurately costed.                                                                                |
| Group Run Event      | Be run by a group or organisation that has the capacity to implement and report on the event.               |
| Responsible Group... | Be run by an organisation that has a Responsible Drug & Alcohol Policy (if applicable).                     |

## Assessment process:

|   |                                                                                                                        |
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| 1 | Applications will be reviewed as assessed by the Tourism and Events Team in line with the assessment criteria.         |
| 2 | The outcome will take into consideration the total funding pool for the financial year.                                |
| 3 | Projects may not receive the full amount requested based on the request and available funds.                           |
| 4 | Applications will be assessed within two weeks of the application being submitted.                                     |
| 5 | Applicants will be notified of the assessment outcome in writing within four weeks of the application being submitted. |

## Funding conditions if an application is successful

If the organisation / group is successful in obtaining a Tourism Events Sponsorship it will be required to enter into a written agreement with Council, stating that the group / organisation will adhere to the following conditions while undertaking the funded project:

- Sponsorships are allocated specifically for the project and cannot be used for any other purpose without prior formal written agreement from Council.
- Funds are required to be expended within 12 months of the letter of offer. Funds not expended by this date are to be returned to the Northern Grampians Shire Council unless a written extension is obtained from Council.
- Any change to the original submission must be approved by Northern Grampians Shire Council in writing.
- Register the event with Council.
- Meet all statutory requirements determined by Council and other relevant authorities.
- Submit an application form to the fund via Council's website.
- Create an Australian Tourism Data Warehouse (ATDW) listing for their event.
- Provide a marketing plan and budget with their application form which demonstrates that they aim to market their event to prospective patrons from outside of the Northern Grampians Shire (intrastate, interstate, international).
- To hold an event relevant permits and approvals are required prior to commencement.
- Groups / organisations are required to participate in media and communications opportunities that promote the Council's Tourism Events Grant Program, as requested.
- Any programs or activities undertaken with funding under this program must acknowledge the support and sponsorship of the Northern Grampians Shire Council.
- Successful applicants will be provided with the Northern Grampians Shire Council corporate logo and / or Discover Northern Grampians logo. Use of the logo(s) must be approved by the Northern Grampians Shire Council Media and Communications Officer.
- Groups / organisations are required to meet relevant government legislation requirements (eg Occupational Health & Safety Issues, Risk Management, Equal Opportunity, Workcover, and Privacy).
- Groups / organisations are required to ensure volunteers are registered with the group / organisation and adequately covered by insurance.
- A sponsorship acquittal must be submitted to Council two months after the completion of the event. The acquittal is to include details of the success of the project, photos of the completed project and an income and expenditure statement detailing the sponsorship from Council and how this was expended. Grant acquittals are submitted via the Northern Grampians Shire Council website and Council officers are available to assist applicants with the final acquittal. Applicants will be ineligible for further sponsorships if the evaluation process is incomplete.

## Referenced Council Plans / Strategies

*Funding Policy 2026*

*Event Policy 2024*

*Northern Grampians Event Strategy 2023-33*

*Economic Development Strategy and Action Plan 2021-31*

*Council Plan and Municipal Public Health and Wellbeing Plan 2025-29*