

## Intent

This policy provides a framework for determining when Tablelands Regional Council (TRC) will provide sponsorship for an event and ensures that a fair and transparent process is used for the allocation of funds.

This policy also defines when TRC will seek sponsorship for selected projects, events or activities.

## Scope

This policy applies to any entity seeking event support from TRC and any TRC employee seeking sponsorship from a business or partner organisation for a TRC purpose.

## Policy Statement

TRC will provide in-kind and cash support to eligible event organisers who deliver events within the TRC local government area (LGA) that seek to create economic and social outcomes for the region.

The following principles will be applied when determining sponsorship arrangements:

- Community benefit – sponsorship activities must provide economic and/or cultural benefit to the community.
- Alignment – sponsorship activities must align with TRC’s priorities and desired community outcomes in the Corporate Plan 2021–26 and Tablelands 2030+ Community Plan.
- Risk Management – potential risks to TRC will be assessed including conflicts of interest, reputational risks and direct or personal benefits received by Councillors or Officers.
- Accountable decision-making – event sponsorship will be sought and provided using transparent processes including application, assessment and acquittal.
- Sustainability – applications should demonstrate a plan for the ongoing financial sustainability and potential scalability of the event.

### 1. TRC as Event Sponsor

#### **Sponsorship aligns to event hierarchy**

Sponsorship will be considered for events held within the Tablelands LGA which:

1. Attract visitation and grow the economy by increasing length-of-stay and spend to maximise the economic return.
2. Foster community pride through participation and involvement.

Our event hierarchy includes:

- Community events – which celebrate our locations and local culture, targeted predominantly for residents
- Regional events – which are distinctly Tablelands and attract approximately 30% of visitors from outside the region
- Major one-off events – which generate significant economic impact including national and international media coverage
- Hallmark/Destination events – which are distinctly Tablelands, celebrate our locations and are recurring events. They attract approximately 50% of visitors from outside the region with national and international media coverage.

## Priority areas for support

TRC will evaluate opportunities for sponsorship based on these key criteria:

1. Contribution to the regional economy	<ul style="list-style-type: none"><li>• Generates new investment and business</li><li>• Demonstrates partnering with local businesses to stimulate local business activity and/or employment</li><li>• Contributes to off peak and shoulder seasons.</li></ul>
2. Attracts external visitation	<ul style="list-style-type: none"><li>• Attracts visitation from outside the region, increasing spend and length-of-stay</li><li>• Offers value for money, taking consideration of TRC's contribution as a percentage of the total event budget and the number of visitors from outside the region.</li></ul>
3. Enhances profile	<ul style="list-style-type: none"><li>• Profiles the Tablelands, attracts regional, state, national and possibly international media coverage</li><li>• Embraces stunning landscapes, world-heritage listed rainforest, vibrant villages and culture.</li></ul>
4. Fosters community pride	<ul style="list-style-type: none"><li>• Community support, participation and/or involvement in events</li><li>• Embodies cultural heritage.</li></ul>
5. Demonstrates future growth and sustainability	<ul style="list-style-type: none"><li>• Demonstrates financial sustainability and success managing past events</li><li>• Includes commitment to safety and risk management</li><li>• Event Management Plan</li><li>• Demonstrates good governance.</li></ul>
6. Contributes to a balanced events portfolio	<ul style="list-style-type: none"><li>• Contributes to a balance of events throughout the year</li><li>• Potential regional dispersal of visitation</li><li>• Staging of events throughout the region.</li></ul>
7. Demonstrates no adverse environmental impact	<ul style="list-style-type: none"><li>• Environmental policy</li><li>• Use grey water where possible</li><li>• Waste Management Plan.</li></ul>

## Available sponsorship

Sponsorship will be paid in the financial year that the event takes place and in advance of the event. Sponsorship is available as cash, in-kind support or remittance of some TRC fees (or any combination up to the total maximum sponsorship available for the event type). For large recurrent events, multi-year sponsorship agreements may be available.

In-kind support may include:

- Equipment such as chairs, tables, wheelie bins, marquees, bollards, traffic cones or signs
- Hall hire
- Event permit.

Sponsorship levels:

- Community events – up to \$3000
- Regional events – up to \$5000
- Major one-off or Hallmark/Destination event – up to \$10,000.

### **Eligibility**

To be eligible for event sponsorship applicants must:

- Deliver the event within the TRC LGA
- Outline the economic and/or cultural benefits
- Demonstrate adequate consideration of any community or environmental risks
- Be a registered organisation with an ABN (or ACN) or an incorporated not-for-profit organisation (TRC will not sponsor individuals)
- Include benefits to TRC appropriate to the value of sponsorship provided
- Have satisfactorily acquitted any previous TRC sponsorship or funding
- Have no outstanding debts of any kind with TRC
- Hold an appropriate public liability insurance policy to cover staff, members and general public
- Demonstrate that the sponsorship will be used for a purpose in the public interest and in accordance with this policy
- Demonstrate they can deliver the proposed event
- Be capable of obtaining all regulatory approvals for the event
- Be financially viable
- Demonstrate commitment and initiatives taken to improve environmental performance
- Agree to provide recognition of Tablelands Regional Council's sponsorship and provide a sponsorship acquittal.

TRC will not consider sponsorship arrangements for events and activities that:

- Have been approved for funding under TRC's Grant Program
- Discriminate, or encourage discriminatory behaviour, including discrimination based on age, disability, race, religion and/or sexual orientation
- Promote gambling, smoking and/or consumption of other addictive substances or irresponsible drinking
- Are of an overtly religious nature
- Are of a political nature
- Do not seek to mitigate environmental impacts.

### **Assessment**

Applications for event sponsorship must be submitted to TRC by 28 February in the previous financial year that the event is to take place, with enough evidence to assess the application.

In-kind support through the loan of equipment can be sought at any time.

All applications will be assessed on their merits, considering the Sponsorship Guidelines, the framework established by this policy, the annual sponsorship budget, the provisions of other relevant TRC policies, and in accordance with the *Local Government Act 2009* and the Local Government Regulation 2012.

## Terms and conditions

Prior to awarding sponsorship for an event, the applicant must accept the terms and conditions as outlined in the Sponsorship Guidelines.

## 2. Sponsorship of TRC activities

TRC may seek sponsorship from a business, not-for-profit organisation or partner agency to deliver a project, event or activity.

TRC will adhere to the following principles when seeking, acquiring and managing incoming sponsorships:

- Sponsorship will only be sought when a sponsorship proposal is developed which clearly outlines the nature of the project, why it is being proposed, the benefits to the proposed sponsor and the type or value of sponsorship sought.
- A sponsorship agreement must be agreed by all relevant parties which includes the terms and purpose of the sponsorship, the responsibilities and expectations of each party and any conditions including the use of corporate logos or naming rights. A sponsorship agreement will not impose or imply conditions that would limit, or appear to limit, TRC's ability to carry out its functions fully and impartially.
- Sponsorship of any TRC activity will not entitle the sponsor to influence any decision of Council.
- Sponsorship opportunities must be advertised and not limited solely to invited sponsors.
- TRC must not explicitly endorse a sponsor or their products.
- Sponsors are not able to use TRC communication channels for direct sales for their products or services.
- TRC does not support sponsor naming rights of facilities or open spaces.
- TRC reserves the right to withdraw sponsorship with an entity when they have not complied with this policy and/or sponsorship agreement.

### Suitable activities

These types of projects, events, services or activities may be suitable for sponsorship:

- Public and ticketed events
- Training
- Scholarships
- Awards
- Industry research
- Exhibitions
- Conferences and business forums.

### Benefits

Benefits or entitlements for sponsors may include, but are not limited to:

- Licence to use TRC's intellectual property for the event such as logos, content and imagery
- Branding on event marketing communications and the ability to develop co-branded marketing
- Exposure at events through signage, access to floor space for activation and integration into the official event program.

Benefits are to be determined by collaboration and agreement between TRC and the sponsor, and are restricted by legislation and public policy.

### 3. Register

TRC will keep a register of all sponsorships provided and sponsorships received for each financial year which will be available publicly.

## Context

Sponsorship can provide significant benefits to TRC and our community. It includes when TRC is approached for sponsorship of an event and when TRC invites and seeks sponsorship for selected events, projects or activities.

The TRC Event Strategy and Action Plan aligns with local, regional and state tourism and event strategic plans. The vision is for our region to be recognised for distinctly Tablelands events that celebrate our world-renowned nature and vibrant culture.

This policy will help achieve our goals to acquire new events, create home grown events and support existing events with growth opportunities.

Events held within the TRC LGA:

- Generate local economic activity
- Attract visitors
- Drive social and community outcomes
- Enhance the profile and appeal of our towns and region.

#### Relevant Legislation

- Local Government Regulation 2012 Part 5

#### Related Documents

- Code of Conduct
- Sponsorship Guidelines
- Event Strategy and Action Plan
- Economic Development Strategy

#### Corporate Plan Links

This policy aligns with the following Corporate Plan 2021–26 themes:

- Our community is active, inclusive, connected and empowered
- Our organisation is progressive, efficient, transparent and collaborative.
- Our economy is growing, diverse, resilient and agile.

#### Human Rights Commitment

Tablelands Regional Council has considered the human rights protected under the *Human Rights Act 2019* (Qld) when adopting and/or amending this policy. When applying this policy, TRC will act and make decisions in a way that is compatible with human rights.

## Responsibility

Council is responsible for the adoption, amendment and repeal of this policy and the Chief Executive Officer is responsible for the development and amendment of any associated procedures and guidelines relevant to the policy.

This policy is to remain in force until otherwise amended or repealed by resolution of Council.

Adopted By	Council	Responsible Officer	Coordinator Tourism, Culture & Events
Adopted Date	23/11/2023	Review Date	23/11/2026
Version	1	This policy repeals any previous versions.	