

Introduction

Tablelands Regional Council (TRC) sponsorship supports events that contribute to the delivery of Council’s corporate and community objectives in line with the [TRC Corporate Plan 2021–2026](#), [Tablelands 2030+ Community Plan](#), [Events Strategy](#) and [Economic Development Strategy](#).

TRC will support local and regional events hosted within the TRC local government area (LGA) that create economic opportunities for the region and enhance community vibrancy. Event management [resources](#) are available to assist you when planning your event.

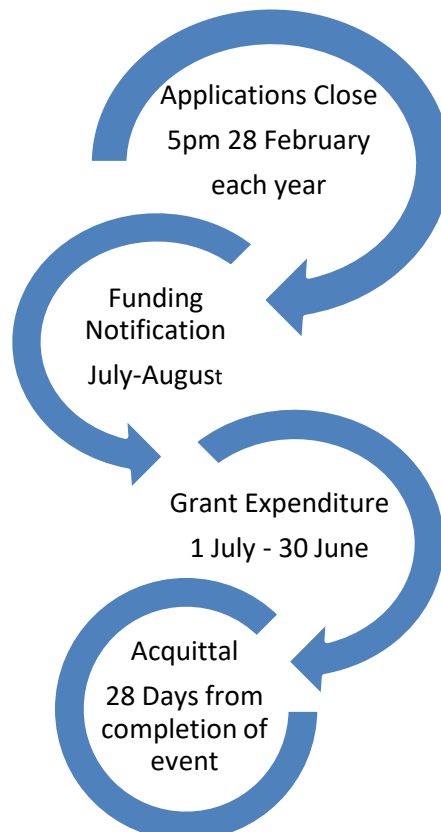
These Guidelines will be used for administration of sponsorship requests aligned to the TRC [Sponsorship Policy](#).

TRC offers sponsorship to acquire new events, create home grown events and support existing events with growth opportunities.

TRC is keen to grow these events:

- Significant regional, state, national or international sporting events and activities that profile the Tablelands Region as a sporting destination, activate the region’s sporting infrastructure and/or encourage sports participation and player pathways through the participation of elite athletes
- Are distinctly Tablelands – showcasing our natural attributes, culture and heritage
- Conferences or events that support or attract businesses, industries and their members/employees to the region in alignment with the Economic Development Strategy.

Key Dates



Categories

Cash sponsorship will be available for up to 50% total event costs subject to annual budgets for the following categories:

- Small local events – up to \$1000
- Community events – up to \$3000
- Regional events – up to \$5000
- Major one-off or Hallmark/Destination events – up to \$10,000.

Sponsorship Available

Sponsorship is available as cash, in-kind support, or remittance of some TRC fees (or any combination of the three to the total maximum value of the sponsorship category). For larger recurrent events, multi-year sponsorship agreements may be available. Cash sponsorship will be paid in the financial year that the event is taking place and in advance of the event.

In-kind support (no cost) may include:

- Equipment such as chairs, tables, wheelie bins, marquees, bollards, traffic cones or signs

In-kind support (cost) may include:

- Installation event banners to Main Streets
- Waste services – use of skip bin and delivery of wheelie bins

Eligibility Criteria

What is eligible?

- An incorporated not-for-profit (NFP) organisation based in the TRC LGA and delivering an event within the TRC LGA

or

- An incorporated business that specialises in events management who is delivering an event within the TRC LGA.
- Organisations can submit multiple applications for different events
- Applicants must have satisfactorily acquitted previous TRC sponsorship or funding
- Have no outstanding debts with TRC
- Hold appropriate public liability insurance to the value of \$20M to cover staff, members, volunteers and general public
- Demonstrate that the sponsorship will be used for a purpose in the public interest and in accordance with [Sponsorship Policy](#)
- Demonstrate they can deliver the proposed event including financial viability
- Be capable of obtaining all regulatory approvals for the event

What is not eligible?

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

- Have already been approved for funding under the [TRC's Grant Program](#)
- Events that have not received a General Activity Permit (if event is being held on TRC land)
- Retrospective sponsorship for events already held
- 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

Application Criteria

Sponsorship applications must be submitted online through the TRC website. Applications may include documentation such as an event management plan, traffic management plan, strategy, budget forecast, letters of support or any other evidence which may support the application assessment.

Applications for cash sponsorship must be submitted by 28 February in the previous financial year that the event is to take place, see table below. Sponsorship will not be provided if the event has already taken place.

Applications Close	Event to be held
28 February 2024	1 July 2024 to 30 June 2025
28 February 2025	1 July 2025 to 30 June 2026
28 February 2026	1 July 2026 to 30 June 2027
28 February 2027	1 July 2027 to 30 June 2028
28 February 2028	1 July 2028 to 30 June 2029

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

Assessment Criteria

Applications will be assessed on the following criteria:

Local Events

Criteria
How the event aligns with the TRC Events Strategy and Action Plan <ul style="list-style-type: none"> • Enhances profile of the region or town • Fosters community pride • Provides opportunity for residents and visitors to connect and participate • Provides opportunities to undertake cultural practices and/or showcase the region's cultural diversity
Event supports or involves the community, other community groups or organisations
Attendees <ul style="list-style-type: none"> • Fewer than 100 attendees • Most attendees are local
Media coverage is predominantly local

Community Events

Criteria
How the event aligns with the TRC Events Strategy and Action Plan <ul style="list-style-type: none">• Enhances profile of the region or town• Fosters community pride• Provides opportunity for residents and visitors to connect and participate• Provides opportunities to undertake cultural practices and/or showcase the region's cultural diversity
Event supports or involves the community, other community groups or organisations
Attendees <ul style="list-style-type: none">• Fewer than 5000 attendees• Most attendees are local with fewer than 30% attendees from outside the TRC LGA
Media coverage is predominantly local and regional

Regional Events

Criteria
How the event aligns with the TRC Events Strategy and Action Plan <ul style="list-style-type: none">• Enhances profile of the region and celebrates our location• Attracts external visitation• Provides opportunity for residents and visitors to connect and participate• Supports future growth and sustainability
Event supports or involves the community, other community groups or organisations
Attendees <ul style="list-style-type: none">• More than 5000 attendees• At least 30% attendees from outside the TRC LGA
Media coverage local, regional and state

Hallmark/Destination Events

Criteria
How the event aligns with the TRC Events Strategy and Action Plan <ul style="list-style-type: none">• Enhances profile of the region and celebrates our location• Attracts significant external visitation• Contributes to the regional economy• Supports future growth and sustainability
Event supports or involves the community, other community groups or organisations
Attendees <ul style="list-style-type: none">• More than 5000 attendees• At least 50% attendees from outside the TRC LGA
Media coverage is local, regional, national and or international

Major One-Off

Criteria
How the event aligns with the TRC Events Strategy and Action Plan <ul style="list-style-type: none">• Enhances profile of the region and celebrates our location• Attracts significant external visitation• Contributes to the regional economy• Supports future growth and sustainability
Event supports or involves the community, other community groups or organisations
Attendees <ul style="list-style-type: none">• More than 5000 attendees• At least 40% attendees from outside the TRC LGA
Media coverage is local, regional, national and or international

Outcome

- An applicant may be contacted to supply additional information to confirm eligibility or seek clarification as part of the assessment process.
- Applications will be assessed by an authorised officer or panel.
- Recommendations will be presented to Council for approval as part of budget deliberations.
- If eligible and successful, a sponsorship offer will be provided. The successful applicant must accept the terms and conditions to proceed. Sponsorship is provided via electronic funds transfer to the nominated bank account in the financial year that the event takes place. If the event does not proceed, the applicant may be required to return the funds.
- If not eligible or unsuccessful, the applicant will be notified and feedback provided upon request to assist with future applications.
- The decision to award sponsorship is final.

Terms & Conditions

Sponsorship recipients must:

- Deliver the event within 12 months of receiving funds
- Provide acquittal details within 28 days of the completion of the event confirming outcomes achieved.
- Acknowledge TRC's contribution to the event in any media releases, advertising or promotion. Acknowledgement includes the words 'Sponsored by Tablelands Regional Council' and/or TRC logo.
- Add the event/activity to TRC's [Event Calendar](#)

Variation

Any variation or extension of time required to complete the event must be formally approved by TRC in writing, prior to changes to the event occurring. Variation requests will be considered on a case-by-case basis.

Acquittal

Recipients must provide evidence of outcomes achieved aligned to their application. This must occur within 28 days of the completion of your event via an online form. The acquittal report may include:

- Total income and expenditure
- A description of the event outcomes
- Evidence of number of attendees including where they were from (local TRC LGA, intrastate, interstate and international)
- Description of how the event supported or involved the community and other organisations
- Evidence of no adverse environmental impacts
- Proof of sponsorship acknowledgement for Tablelands Regional Council in media and/or promotional materials
- A high-quality digital photograph representing the event which is suitable for use by TRC.

External Funding

- Follow us on social media and [subscribe](#) to our Local Matters e-newsletter to find out about other grant and funding opportunities.
 - [.id Step-By-Step Application Guide](#)
 - [Queensland Government Grants Finder](#)
 - [Australian Government Community Grants Hub](#)

Version Control

Version	Date	Updated By	Outline of Revisions
0.1	23/02/24	Jodie Cocco	Initial draft
0.2	29/02/24	Megan Smart & Gwyneth Nevard	Comments/track changes for consideration
0.3	09/03/2024	Shiralee McHardie	Comments/track changes for consideration
0.4			Draft for adoption
0.5			Adopted by Council