

Events & Festivals Sponsorship Program

2021–22 Guidelines

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Guidelines

The Events and Festivals Sponsorship program is administered by the Adelaide Economic Development Agency (AEDA), a subsidiary of the City of Adelaide.

The purpose of the Events and Festivals Sponsorship Program is to provide financial support to eligible groups and organisations to assist in the staging of events and festivals that support the outcomes of the City of Adelaide Strategic Plan 2020 – 2024.

Applicants are encouraged to refer to the following City of Adelaide documents prior to submitting an application:

- [City of Adelaide Strategic Plan 2020 – 2024](#)
- [Adelaide Park Lands Event Management Plan](#)
- [Sustainable Event Guidelines](#)
- [Live Music Action Plan](#)
- [Cultural Strategy](#)
- [STRETCH Reconciliation Action Plan](#)

If you are using an outdoor public space for this event/festival (e.g. Park Lands, square, street) you are required to make a tentative booking with the City of Adelaide Events Team prior to submitting your sponsorship application. Please ensure you are aware of the event application lodgement timeframes.

Visit cityofadelaide.com.au/hire for conditions, fees and the venue booking form. If the City of Adelaide approves your sponsorship application for funding, you are responsible for confirming your venue booking and for all infrastructure required to hold your event or festival.

What these guidelines cover

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What type of event/festival might be funded?

The City of Adelaide is calling for sponsorship funding applications for events and festivals that bring vibrancy, visitation and economic benefit to the City of Adelaide and North Adelaide.

Organisations planning a public facing event/festival within the City of Adelaide boundary are invited to apply.

This is the only opportunity to apply for sponsorship funding for events and festivals to be held between 1 July 2021 and 30 June 2022.

The peak event season is during October - March. Events/festivals that are held in the off-peak period are viewed more favourably.

Biennial events, currently in their off-year, are also permitted to apply for funding at this time.

Who can apply?

Applications will be considered from:

- Not-for-profit organisations;
- Incorporated associations;
- Incorporated Aboriginal associations; or
- Companies limited by guarantee.

What will NOT be funded?

Applications ineligible for funding include:

- Those organisations undertaking canvassing or lobbying of Elected Members and/or employees of the City of Adelaide and its subsidiaries in relation to the sponsorship request during the application and assessment period;
- Those that do not meet the identified priorities of the city as detailed in the City of Adelaide Strategic Plan 2020 – 2024;
- Events/festivals occurring outside the City of Adelaide [boundary](#);
- Those with an ineffective management structure to manage financial and accounting requirements;
- Those duplicating an existing event/festival operating in the City of Adelaide boundary;
- Those contravening an existing City of Adelaide Policy or Operating Guideline;
- Events/festivals that denigrate or exclude any groups in the community;
- Events/festivals that have safety and/or environmental hazards;
- Funding requests for capital expenditure – ie purchase or lease of real estate, renovation, repair or maintenance of buildings or purchase of major equipment or material goods such as office furniture, computers, playground etc;
- Past funding recipients with outstanding debts to the City of Adelaide and its subsidiaries and/or incomplete acquittal reporting on previous funding;
- Funding requests for reimbursement of funds already spent;
- Funding requests for training or education in government or private institutions, or research activities that will be offered for assessment in such institutions;
- Funding requests for industry/business events e.g. conferences, tradeshows, exhibitions, award ceremonies etc (there may be an opportunity for these types of proposals to be directly supported by relevant City of Adelaide programs provided they can demonstrate value for money and alignment with City of Adelaide priorities);
- Funding requests for interstate and overseas travel expenses;
- Funding requests for general fundraising activities and events;
- Funding requests from State or Australian Government departments, other Councils or individual private enterprises;
- Funding requests from commercial organisations operating on an expected profit basis; and
- Funding requests for programs or services that are the core responsibility of other levels of Government.

Ineligible applications will not advance to the assessment stage and applicants will be notified.



What is the application process?

Applicants seeking funding can apply by submitting an online application via SmartyGrants within the given timeframes.

Separate applications must be submitted by organisations applying for funding for multiple events/festivals i.e. one application per event/festival.

All questions in the application form must be answered and any requested attachments provided in order to be assessed.

You must not refer to an attached document as your only response to a question. You may, however, reference an attachment in support of your answer.

The City of Adelaide reserves the right to request further information in considering any application, as well as the right to reject any application that does not meet the criteria.

Applications may be assigned to an alternative City of Adelaide funding program during the assessment process if the funding program selected by the applicant is not deemed the most appropriate for the nature and scale of the event/festival proposed.

How are applications assessed?

Once submitted, an application will be assessed according to:

- Eligibility criteria;
- Assessment criteria; and
- Available funding.

Applications will then be considered by the Events and Festivals Sponsorship Program Advisory Panel made up of key representatives from the City of Adelaide and its subsidiaries.

Applicants who meet eligibility and assessment criteria are not guaranteed funding.

The Sponsorship Program is highly competitive, and AEDA receives more funding applications than it can support. The success of an application is determined by merit against the assessment criteria and in competition with other submissions.

How is funding approved?

After the assessment and advisory panel review process, funding recommendations up to the value of \$10k will be referred to the AEDA Board for consideration and then the City of Adelaide CEO for approval.

Funding recommendations in excess of \$10,000 will be presented to the AEDA Board and then to a meeting of the Lord Mayor and Elected Members (Council) for consideration and approval.

Part funding for an event or festival may be recommended to the Council/CEO. This decision is carefully considered with the view of maintaining the integrity of the application.

Successful Requests

All applicants will be notified of the outcome of their application in writing.

The funding decision made by the CEO/Council is final.

Prior to payment, all successful applicants will be required to:

- Enter into a funding agreement with the Adelaide Economic Development Agency (AEDA) detailing benefits in return for the sponsorship investment as well as mutually agreed KPIs;
- Provide AEDA with a Certificate of Currency for Public Liability Insurance (minimum \$20 million) noting the City of Adelaide as an interested party;
- Provide AEDA with the organisation's Return to Work SA certificate of registration, or similar employee insurance policy, if paid staff are employed; and
- Provide AEDA with a tax compliant invoice for the agreed amount of funding plus GST (10%) (if registered for GST).

South Australian State Government COVID-19 restrictions and obligations must also be monitored and complied with at all times by successful applicants including any requirement for a [COVID-Safe Plan or COVID Management Plan](#).

Reporting and Acquittals

All successful applicants will be required to provide a detailed written report on all outcomes and KPI's relating to the event/festival funded by the City of Adelaide using AEDA's acquittal report template via SmartyGrants. Acquittal reports will be required within 12 weeks from the conclusion of the event/festival.

Applicants who do not complete and return an acquittal report will be ineligible for any future funding.

Assessment Criteria and Weightings

Criteria	Consideration	Weighting (%)
Strong Economies	The degree to which the event/festival provides a measurable economic benefit to the City of Adelaide and supports local business through activation of main streets and laneways.	25%
Environmental Leadership	The degree to which the event/festival employs environmentally sustainable practices.	15%
Thriving Communities	The degree to which the event/festival creates safe spaces and places that are accessible and inclusive to all.	15%
Dynamic City Culture	The ability of the event/festival to attract and grow visitors and audiences and generate visitor bed nights.	25%
Brand and Marketing	The extent to which the event/festival increases the profile of the City of Adelaide as a tourist destination expanding Adelaide's global reputation as a 'magnet city.'	15%
Financial Viability	The degree to which the event/festival and/or organisation is financially viable and sustainable with or without AEDA sponsorship funding	5%
Total		100%



Funding available

Minimum funding of \$5,000 will be awarded to successful applicants.

Duration of funding

Funding will be provided to successful applicants for one-year only in 2021/22.

Important dates

26 March 2021	Sponsorship applications open (one round only)
7 May 2021	Sponsorship applications close 5.00pm
May-June 2021	Applications assessed and then reviewed by advisory panel
June 2021	Funding recommendations presented to AEDA Board for consideration
July 2021	Funding recommendations presented to Council/CEO for approval
July 2021	Applicants notified of funding request outcome

Additional Information

Multiple Applications – applications from the same applicant in multiple funding categories or programs will be considered and assessed on their individual merits.

Fees and Charges – City of Adelaide fees and charges apply to all events and festivals held at Council managed properties including the Park Lands, the Adelaide Town Hall or city streets. You must include all City of Adelaide fees and charges as part of your application budget as the City of Adelaide will not waive fees associated with your event e.g. road closures, cleaning, waste, site fees and does not provide in-kind support in addition to funds approved.

How to apply

Events and Festivals Sponsorship application forms must be completed online via SmartyGrants.

Late applications will not be accepted.

Applications must be submitted by 5.00pm on the closing date.

Who to contact for further assistance

For more information or assistance with your application, please contact:

Paula Stankiewicz

Event Sponsorship and Attraction Advisor

Adelaide Economic Development Agency

Phone: 08 8203 7318 during office hours

Email: p.stankiewicz@aedasa.com.au