

*** this draft guideline is subject to minor changes**

Commercial Events and Festivals Sponsorship Program

Guidelines

The Commercial Events and Festivals Sponsorship Program is administered by the Adelaide Economic Development Agency (AEDA), a subsidiary of the City of Adelaide (CoA). The purpose of the program is to provide financial support to eligible for-profit organisations to assist in the staging of events and festivals that create a vibrant and dynamic city experience and support the outcomes of the CoA Strategic Plan 2020-2024 and AEDA Business Plan FY 2023/24.

AEDA invests in an annual calendar of events and festivals, on behalf of CoA, to drive visitation, spend and support for local businesses as well as increase the profile of the city and North Adelaide as a tourist destination. The calendar includes a mix of arts, culture, music, sport and food and wine events held throughout the year.

The Commercial Events and Festivals Sponsorship Program will offer two categories of funding designed to assist in the staging of events and festivals that drive visitation, economic activity and vibrancy for the city.

This document provides potential applicants with information and guidance on the categories on offer and the type of activity that might be supported.

Before commencing an application via SmartyGrants, make sure you have:

- Read these Guidelines in full; and
- Contacted the relevant staff member as detailed in Table 1 - Funding Categories.

What These Guidelines Cover

- Who Can Apply?
- Funding Categories
- What Will Not be Funded?
- Assessment Criteria and Weightings by Category
- Use of Public Spaces
- Fees and Charges
- How To Apply?
- Timeframe
- Funding Pool
- Duration of Funding
- Application Assessment and Approval
- Successful Applications
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Who can apply?

Requests will be considered from:

- For-profit organisations including sole traders, partnerships and other commercial organisations and businesses operating on an expected profit basis.

Table 1 - Funding Categories

Please refer to the below table for information and guidance on what might be funded.

Funding category	Small to Medium	Medium to Large
Funding available	Up to \$20,000	Up to \$50,000
Funding pool	\$250,000	\$250,000
Duration of funding	1 year	1 year
Event/Festival delivery	Event/festival must occur between 1 January and 31 December 2024	Event/festival must occur between 1 January and 31 December 2024
Timeframe	Two Rounds: September 2023 & February 2024	Two Rounds: September 2023 & February 2024
Round One	Open 4 September 2023 Close 29 September 2023	Open 4 September 2023 Close 29 September 2023
Round Two	Open 5 February 2024 Close 1 March 2024	Open 5 February 2024 Close 1 March 2024
Process time	Up to 4 weeks from the closing date*	Up to 6 weeks from the closing date*
Type of event	Category is designed to support small to medium, new, existing, once-off city-based events/festivals or series of recurring events. e.g. - markets, street parties etc.	Category is designed to support medium to large, new, existing, once off city-based events/festivals or series of recurring events. e.g. - music festivals etc.
Other funding sources	Required <i>ie self-funded or from other revenue streams</i>	Required <i>ie self-funded or from other revenue streams</i>
How to apply	Interested organisations are required to contact the Sponsorship and Partnership Coordinator prior to applying to determine eligibility. Suitable requests will be invited to complete an online application form via SmartyGrants. Contact Details James Landseer 08 8203 7802 j.landseer@aedasa.com.au	Interested organisations are required to contact the Event Sponsorship and Attraction Advisor prior to applying to determine eligibility. Suitable requests will be invited to complete an online application form via SmartyGrants. Contact Details Paula Stankiewicz 08 8203 7318 p.stankiewicz@aedasa.com.au
Acquittal	Required within 12 weeks of the conclusion of the event/festival.	Required within 12 weeks of the conclusion of the event/festival.

*AEDA will endeavour to adhere to these timelines.



What WILL NOT be Funded?

Applications will be ineligible if any of the following apply:

- The application does not meet the identified priorities of the city as detailed in the CoA Strategic Plan 2020-2024 and AEDA Business Plan 2023/24
- The primary event/festival occurs outside the CoA boundary
- The funding request is to cover CoA Park Land site fees
- The application is already receiving funding from CoA or its subsidiaries
- The application has already been considered for funding by CoA or its subsidiaries and has been unsuccessful
- The event/festival is held online or virtually
- The event/festival is private or invitation only
- The funding request is for 100% of the cost to deliver the event/festival
- The funding request is for an individual venue operating as part of an overarching/umbrella event/festival
- The funding request is for an individual artist and/or performance as part of an overarching/umbrella event/festival
- The organisation operates with an ineffective management structure and is unable to manage budgets and financial commitments
- The funding request contravenes an existing CoA Policy or Operating Guideline
- The funding request is for volunteer-run events/festivals
- The application is for an event/festival that denigrates or excludes any groups in the community
- Event/festival safety and/or environmental hazards are identified
- The funding request is for capital expenditure e.g. 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
- The applicant has outstanding debts with the CoA or its subsidiaries and/or incomplete reporting on previous funding awarded
- The funding request is for reimbursement of funds already spent
- The funding request is for training or education in Government or private institutions, or research activities
- The funding request is for a conference, tradeshow, congress, symposium etc
- The funding request is for prize money, award ceremonies, commemorative events, theatre productions, parades or marches
- The funding request is for travel and/or accommodation expenses
- The funding request is for general fundraising activities and events
- The funding request is from not-for-profit organisations including incorporated associations and companies limited by guarantee



- The funding request is from State or Australian government departments (including statutory authorities of state government) or other councils
- The applicant undertakes canvassing or lobbying of Elected Members and/or employees of the CoA and its subsidiaries in relation to the sponsorship request.

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

Assessment Criteria and Weightings by Category

Table 2 – Small to Medium

Criteria	Consideration	Weighting
Event Plan	The application outlines a clear plan for event delivery and represents value for money and a good return on investment for AEDA/CoA.	25%
Environmental Considerations	Evidence that the event/festival employs sustainable practices relative to the scale and nature of the event/festival.	5%
Marketing and Promotion	Evidence that the event/festival will be promoted through a range of owned and paid channels to attract audiences.	20%
Benefit to City Businesses	Evidence that the event/festival will deliver positive outcomes for city businesses including increased spend and economic activity.	30%
Activation Period	The event/festival activates the city in the off-peak period (April – September)	10%
Financial Viability	The application demonstrates appropriate use of AEDA/CoA funds and provides evidence of a satisfactory budget.	10%
Total		100%



Table 3 – Medium to Large

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 businesses through activation of mainstreets and laneways.	30%
Environmental Leadership	The degree to which the event/festival employs environmentally sustainable practices.	5%
Thriving Communities	The degree to which the event/festival creates safe spaces and places that are accessible and inclusive to all.	5%
Dynamic City Culture	The level of commitment to support and showcase local artists and artisans as part of the event/festival. The ability of the event/festival to attract and increase visitors and attendees and generate visitor bed nights.	20%
Brand and Marketing	Evidence the event/festival will be promoted through a range of channels supported by a satisfactory marketing plan.	20%
Activation Period	The event/festival activates the city in the off-peak period (April – September)	10%
Financial Viability	The degree to which the event/festival and/or organisation is financially viable and sustainable with or without AEDA/CoA sponsorship funding.	10%
Total		100%

Use of Public Spaces

If your event/festival proposes to use an outdoor public space(s) (e.g. Park Lands, square, road/street) you are required to make a tentative booking with the CoA Events Team prior to submitting your funding application.

Visit cityofadelaide.com.au/hire for conditions, fees and the application form. Applicants should note the minimum application lodgement timeframes.

If AEDA approves your request for funding, you are responsible for confirming your venue booking and for all infrastructure required to hold your event or festival.



Fees and Charges

CoA fees and charges apply to all events and festivals held at council managed properties including the Park Lands, the Adelaide Town Hall or city roads/streets. You must include all CoA fees and charges as part of your application budget as CoA 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?

Once you have discussed your proposal with the Event Sponsorship and Attraction Advisor or Sponsorship and Partnership Coordinator you may be invited to complete an application online via SmartyGrants. You must register if you are a new SmartyGrants user. If you already have a SmartyGrants account, you can use your existing details to log in and complete an application. Your application form can be saved and updated at any time until you click 'submit'.

Late applications will not be accepted.

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.

AEDA reserves the right to request further information in considering an application, as well as the right to reject an application that does not meet the criteria.

Applications may be assigned to an alternative AEDA or CoA 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.

Timeframe

Two Rounds

R1 Open 4 September 2023

Close 29 September 2023

R2 Open 5 February 2024

Close 1 March 2024

Funding Pool

Small to Medium \$250,000

Medium to Large \$250,000



Duration of Funding

Funding is provided for 1 year for events/festivals held between 1 January to 31 December 2024.

Application Assessment and Approval

Once submitted, applications will be assessed according to:

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

Applications will then be considered and assessed by AEDA and CoA staff.

Funding recommendations up to the value of \$20,000 will be referred to the Managing Director, AEDA for consideration and approval.

Funding recommendations in excess of \$20,000 will be presented to the Managing Director, AEDA and AEDA Board for consideration and approval.

The success of an application is determined by merit against a set of assessment criteria. Applications that meet the eligibility and assessment criteria are not guaranteed funding.

Successful Applications

Successful applications may be awarded full or partial funding.

All applicants will receive written notification of the outcome of their application.

All funding decisions made by the AEDA Board and Managing Director are final.

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

- Enter into a funding agreement with AEDA and CoA 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 Adelaide Economic Development Agency and the City of Adelaide as interested parties
- 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 the applicant is registered for GST).

The funding awarded is contingent upon the delivery of the activity as presented in the sponsorship funding application submitted. In the event there are significant changes regarding the delivery of the proposed scope, AEDA's funding commitment may be reviewed.



Post-Event Reporting

All successful applications will be required to provide a detailed written report on all outcomes and applicable KPI's relating to the event/festival funded by AEDA and CoA. A link to an acquittal form will be provided via SmartyGrants at the conclusion of the event/festival. Acquittal reports will be required within 12 weeks from the conclusion of the event/ festival. Applicants who do not complete an acquittal report will be ineligible for any future funding.

Useful Links

Applicants are encouraged to review information found through the following links as the application process includes requirements that are referred to, or require compliance with, the information provided as part of the application completion and assessment process.

- City of Adelaide Boundary Map
- City of Adelaide Strategic Plan 2020 – 2024
- AEDA Business Plan FY 2023/24
- Adelaide Events Guidelines
- Sustainable Event Guidelines
- STRETCH Reconciliation Action Plan
- Disability Access and Inclusion Considerations
- Use of Public Spaces

Important Dates (Round 1)

4 September 2023

Sponsorship applications open

29 September 2023

Sponsorship applications close 5.00pm ACST

October 2023

Applications assessed by CoA and AEDA staff

Funding recommendations presented to Managing Director, AEDA and AEDA Board for consideration and approval

November 2023

Applicants notified of funding request outcome



Important Dates (Round 2)

5 February 2024

Sponsorship applications open

1 March 2024

Sponsorship applications close 5.00pm ACST

March 2024

Applications assessed by CoA and AEDA staff

April 2024

Funding recommendations presented to Managing Director, AEDA and AEDA Board for consideration and approval

Applicants notified of funding request outcome

Further Information

Small to Medium Funding Category

For more information and to discuss the eligibility of your request, please contact James Landseer, Sponsorship and Partnership Coordinator at j.landseer@aedasa.com.au or 08 8203 7802 during office hours.

Medium to Large Funding Category

For more information and to discuss the eligibility of your request, please contact Paula Stankiewicz, Event Sponsorship and Attraction Advisor at p.stankiewicz@aedasa.com.au or 08 8203 7318 during office hours.

Departure from Guidelines

AEDA may, by resolution, where it is justified in the circumstances, determine that the Guidelines or application form will not apply to a particular proposal.