



maitland

city council

VIBRANT CITY SPONSORSHIP PROGRAM

GUIDELINES AND APPLICATION



TABLE OF CONTENTS

1.	INTRODUCTION	3
2.	GRANTING SPONSORSHIP	3
3.	UNSUITABLE ACTIVITIES FOR SPONSORSHIP	3
4.	THE PROCESS	4
5.	TIMELINE	6
6.	APPENDIX	6



1. INTRODUCTION

Maitland City Council's offers sponsorship opportunities both financial and in kind to community, industry groups, events and organisations. This document outlines the guidelines and process required to secure sponsorship from Maitland City Council through the Vibrant City Sponsorship Program.

1.1. PRINCIPLES AND INDEPENDENT COMMISSION AGAINST CORRUPTION (ICAC) GUIDELINES

All granted sponsorship agreements should adhere to the principles outlined in the Maitland City Council Sponsorship Policy which is available on Council's website and should have consistency with the ICAC Sponsorship in the Public Sector Guidelines. The ICAC Guidelines can be accessed [here](#).

1.2. SPONSORSHIP VERSES GRANTS

Please note that sponsorship is very different to grant programs, donations and financial assistance programs, as these programs do not involve a benefit beyond modest recognition. Before applying for the Vibrant City Sponsorship Program please revisit your initiative, review the Maitland City Council Sponsorship Policy and the Vibrant City Sponsorship Program Guidelines and decide whether your initiative fits this program or whether sourcing a grant opportunity might be a better fit

2. GRANTING SPONSORSHIP

There are two strands of granted sponsorship, financial and in kind. As part of your application, it must be identified which strand of sponsorship (or both) is required for the project.

2.1. FINANCIAL

Maitland City Council is open to granting sponsorship funding (cash) to community and industry groups, events and organisations located within the local government area, that fit within the guiding principles of the Maitland City Council Sponsorship Policy.

2.2. IN KIND

Maitland City Council offers in kind sponsorship to community and industry groups, events and organisations located within the local government area that fit within the guiding principles of the Maitland City Council Sponsorship Policy.

3. UNSUITABLE ACTIVITIES FOR SPONSORSHIP

Maitland City Council does not consider the following companies, partnerships, organisations or individuals suitable for entering into sponsorship agreements with:

- Those whose services or products are considered to be injurious to health or are seen to be in conflict with Maitland City Council policies and responsibilities to the community, such as those involved in the manufacture, distribution and wholesaling of tobacco related products, pornography and addictive drugs.



- Those found guilty of illegal or improper conduct by the ICAC or any other legal authority.
- Businesses, entities or individuals that are currently in legal dispute with Council.
- Those events and activities that do not obtain appropriate approvals prior to the event or activity occurring (e.g. street trading, road closure, development consent).
- Overtly religious or political activities that could be perceived as divisive within the community including politicians and political parties.
- Agreements which give the sponsor influence or perceived influence over the Council and access to restricted information.

Note: Alcohol related sponsorship can be supported providing such sponsorship is not directly linked to activities, assets, facilities or service for people under the age of 18.

4. THE PROCESS

4.1. COMPLETE AN APPLICATION FORM

The Vibrant City Sponsorship Program is an annual program which opens in July each financial year. If funds are not exhausted after the first round a second round will be offered. Applicants will need to apply by completing and submitting an application while funding is still available through Council's [website](#).

Any queries about the application form or how to apply can be directed to sponsorship@maitland.nsw.gov.au

4.2. REVIEW AND ASSESS THE APPLICATION

Once the application is received, Maitland City Council will review and assess the applications against the following criteria:

- Level of community interest and/or significance as demonstrated by the applicant.
- Alignment of the application to the themes in the [Community Strategic Plan \(Maitland +10\)](#).
- Relevance to the city and/or community.
- Impact and return on investment for Maitland City Council's brand/ reputation.

The sponsorship assessment panel will also consider the following:

- Maitland City Council's Sponsorship Policy and Guidelines.
- ICAC Guidelines.
- Risk Assessment.

Please note that previous successful applicants of the Vibrant City Sponsorship Program will not be guaranteed to be supported again. Considerations will be given around funding availability, competitiveness of other applications and whether the event/project has experienced growth to become more financially self-sustainable, which will allow Council to fund other new events improving the variety of events of offer and supporting the growth of the local economy.



4.3. APPLICATION OUTCOME

Once the assessment has been completed Council will confirm the outcome of the application in writing.

- If the application is successful and the value of your sponsorship is \$1,500 + GST (cash or in kind) or less, the applicant will be advised via email.
- If the application is successful and the value of your sponsorship is more than \$1,500 + GST (cash or in kind), the applicant will receive a Sponsorship Agreement that must be signed by both parties.
- If unsuccessful, Council will advise the applicant in writing.

4.4. EXECUTE THE SPONSORSHIP AGREEMENT

Once the agreement has been confirmed, the applicant can commence executing the sponsorship agreement. If it is a financial contribution, the applicant can invoice Council as per the Sponsorship Agreement and expect the payment will be made within three weeks of the invoice date.

It is the responsibility of the people outlined in the written agreement to execute the sponsorship arrangement.

4.5. COMPLETE AN ACQUITTAL

Once the sponsorship agreement has been executed, an acquittal must be completed within four weeks of the completion of the sponsorship. Where applicable organisers must provide high resolution imagery for use of promoting the program success.

A Council officer will supply the acquittal template to the entity that has been granted sponsorship to complete and return to Council.



5. TIMELINE

Applications will open each July for a four week period. If funding is not exhausted from the first round, applications will be accepted for a second round in January. The Vibrant City Sponsorship Program follows the below timeline each financial year.

	APPLICATIONS OPEN	APPLICATIONS CLOSE	OUTCOME KNOWN	FOR PROJECTS AND EVENTS HELD WITHIN
ROUND ONE	First week of July each financial year	4 weeks from open date	6 weeks from application close date	12 months from December of that year
ROUND TWO	First week of January each financial year	4 weeks from open date	6 weeks from application close date	From May to November that year (if funds are not exhausted from round one)

6. APPENDIX

6.1. SPONSORSHIP APPLICATION FORM.

ALL APPLICATIONS AND SUPPORTING DOCUMENTATION WILL ONLY BE ACCEPTED VIA EMAIL TO SPONSORSHIP@MAITLAND.NSW.GOV.AU.

The Vibrant City Sponsorship Application Form is currently available and downloadable from [Councils website](#).

Prior to completing this form, please refer to the [Maitland City Council Sponsorship Policy](#) in conjunction with this policy and [Maitland +10 documents](#).

Please note funding is restricted to one source of funding from Council i.e. the applicant is not eligible for sponsorship if, for example, the applicant has received funding via another funding source of Council such as My Place Grants or Community Grants.

Please also note that previous successful applicants of the Vibrant City Sponsorship Program will not be guaranteed to be supported again. Considerations will be given around funding availability, competitiveness of other applications and whether the event/project has experienced growth to become more financially self-sustainable, which will allow Council to fund other new events improving the variety of events of offer and supporting the growth of the local economy.

