

2022/23

# SPONSORSHIP PROGRAM GUIDELINES





# Overview

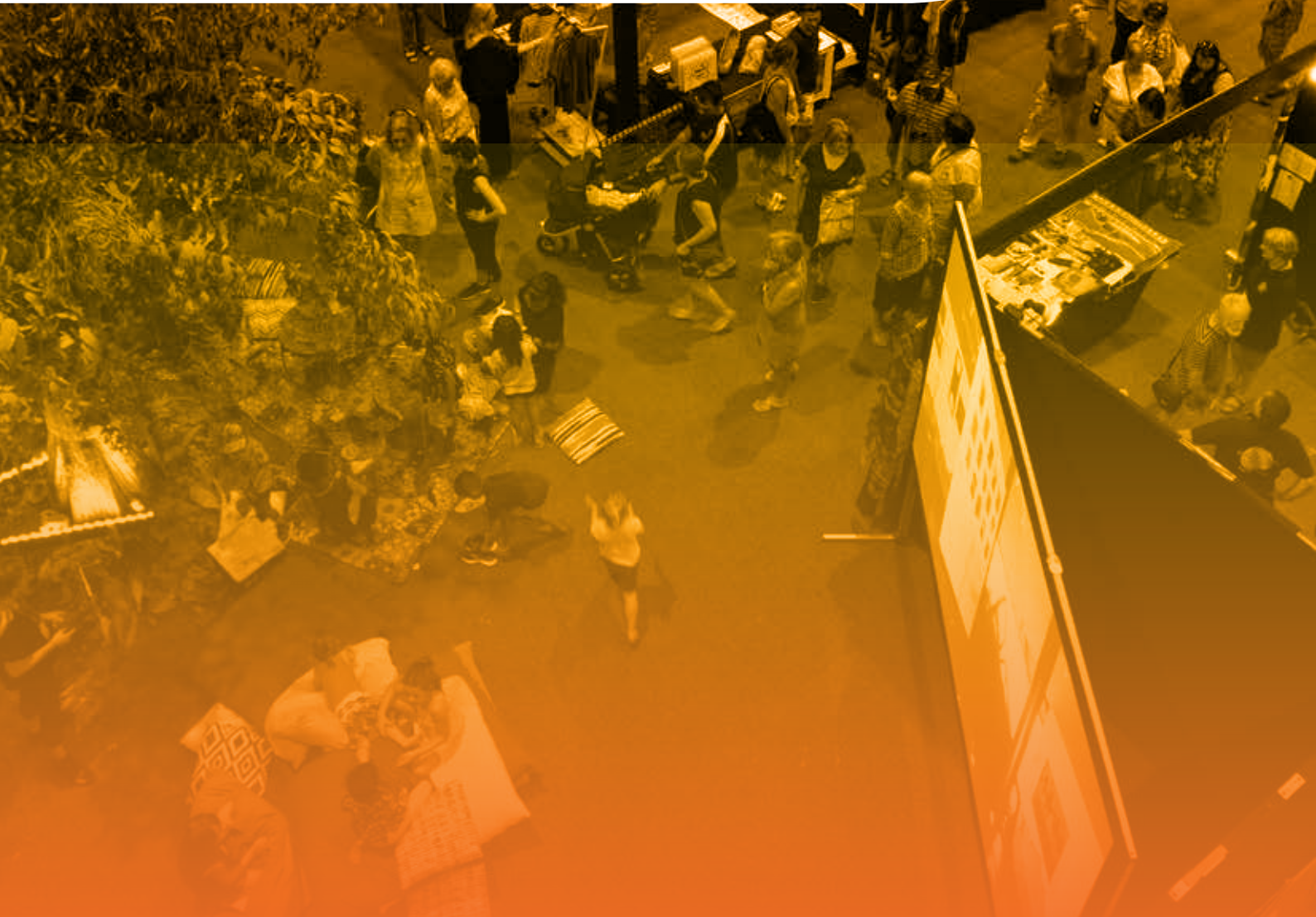
## Darwin is a City for People, a City of Colour.

As we move toward 2030, Darwin will be a city that is increasingly smart, prosperous and green.

We are a vibrant and creative city that embraces, celebrates and values the richness different groups bring to our city.

Darwin has an events program that makes our tropical city a destination for visitors as well as a great place to live.

City of Darwin supports a diverse range of events and projects that contribute to our vibrant, creative, innovative and sustainable city by engaging locals and attracting visitors.



# Objectives

Our vision is: Darwin 2030 – City for People, City of Colour.

We have a 10 year Strategic Plan that outlines how we will achieve this vision.

The objective of our Sponsorship Program is to support and partner with organisations whose events and projects are in line with Council's Strategic Directions.

## The 5 Strategic Directions of City of Darwin



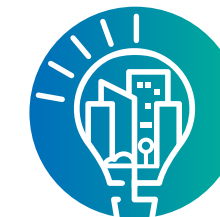
A capital city with best practice  
and sustainable infrastructure



A safe, liveable  
and healthy city



A cool, clean  
and green city



A smart and  
prosperous city



A vibrant and  
creative city



#### OUR SPONSORSHIP PROGRAM WILL HELP COUNCIL ACHIEVE KEY TARGETS BY 2030 SO THAT:

- Darwin will be recognised as an iconic destination
- Darwin will be a more connected community and have pride in our cultural heritage
- Darwin will be recognised as a clean and environmentally responsible city
- Darwin residents will be more active and healthy
- Darwin will be increasingly recognised as a liveable city
- Darwin will be recognised globally as a Smart City
- Darwin will be a safer place to live and visit
- Darwin will have attracted and retained more residents and will offer sustainable investment opportunities

#### THE KEY ROLES COUNCIL PLAYS THROUGH THE SPONSORSHIP PROGRAM ARE AS A

##### **Funder**

Funding other organisations to deliver services

##### **Partner**

Forming partnerships and strategic alliances with other parties in the interests of the community



## Where does the sponsorship program fit in Council's Municipal Plan?

Council is committed to supporting the Darwin community through the provision of direct funding through sponsorships, grants and operating subsidies. In addition to this direct funding Council also provides in-kind support for community events throughout the year.

Council's program of sponsorships, community grants and operating subsidies for 2021/22 is in Council's Municipal Plan 2021/22 Appendix C

(view complete Municipal Plan on Council's website.)

#### APPENDIX C – SPONSORSHIPS, COMMUNITY GRANTS AND OPERATING SUBSIDIES 2021/22

Organisation	Description	Agreement Expiry Date	Cash \$	In Kind \$	Total \$
<b>Community Environment Grants</b>	Annual Grants Program	30-Jun-22	53,000 <sup>[1]</sup>		53,000
<b>Community Grants</b>	Annual Grants Program	30-Jun-22	100,000		100,000
<b>Community Grants</b>	2021/22 Social Initiatives Grants Program	30 Jun 22	\$100,000		100,000
<b>Darwin City Brass Band</b>	Operating Subsidy	30-Jun-24	30,000		30,000
<b>Darwin City and Waterfront Retailers Association</b>	Operating Subsidy	30-Jun-22	50,000	22,000	72,000
<b>PAWS Darwin</b>	Operating Subsidy	30-Jun-24	30,000		30,000
<b>RSPCA Darwin</b>	Operating Subsidy	30-Jun-24	120,000		120,000
<b>Surf Lifesaving NT</b>	Operating Subsidy	30-Jun-24	30,000		30,000
<b>Tourism Top End</b>	Operating Subsidy	30-Jun-22	100,000		100,000
<b>Carols by Candlelight</b>	Operating Subsidy	30-Jun-22	30,000		30,000

<sup>[1]</sup> Includes the annual \$3,000 George Brown Scholarship for Environment





Organisation	Description	Agreement Expiry Date	Cash \$	In Kind \$	Total \$
Darwin Entertainment Centre	Operating Subsidy	30-Jun-24	680,000		680,000
Darwin Show	Sponsorship	30-Jun-22	12,000		12,000
Darwin Aboriginal Art Fair Ltd	Darwin Aboriginal Art Fair	30-Jun-24	10,000		10,000
The Darwin Festival	Darwin Festival	30-Jun-24	150,000	18,000	168,000
Darwin Fringe Festival	Sponsorship & In-Kind	30-Jun-22	8,500	1,500	10,000
NAMCI	Nightcliff Seabreeze Festival	30-Jun-24	25,000	8,000	33,000
Darwin Cycling Club	Sunbuild Top End Grand Fondo	30-Jun-22	10,000		10,000
Browns Mart Arts Ltd	Browns Mart	30-Jun-24	10,000	1,000	11,000
NAMCI	Karama Country Music Muster	30-Jun-22	10,000	1,000	11,000
NT Athletics	City 2 Surf	30-Jun-23	5,000	2,500	7,500
Sponsorship Contingency			5,000		5,000
Total Funded			1,568,500	54,000	1,622,500

2021/22 Sponsorships, Grants and Operating Subsidies



## Key Information for Grants and Sponsorships 2022/23

City of Darwin supports a diverse range of events and business projects in Darwin through its Sponsorship Program and through Community and Environment Grants.

This new round is providing additional funding for business projects or proposals that will bring economic benefit to the city through 2022/23 Sponsorship program.

Council offers both cash and in kind support.

Type of support	When to apply	Term	How to apply	Amount
Sponsorship program	One round – applications open March 2022 for events & projects proposed 1 July 2022 - 30 June 2023.	1,2 or 3 years	Smarty Grants Online	Minimum amount - \$10,000 Maximum amount - \$150,000
Out of round sponsorship*	Anytime in the current financial year for events & projects proposed that same year. Subject to funding availability.	1 year	Discuss project with sponsorship team and if eligible apply online <a href="https://darwin.smartgrants.com.au/">https://darwin.smartgrants.com.au/</a>	\$10,000
Community Grants	Round 1 - open 1-31 March 2022 for projects 1 July 2022 to 31 Dec 2022.  Round 2 – open 1-30 Sept 2022 for projects 1 Jan 2023 to 30 June 2023.	6 months	Smarty Grants Online	\$50,000 for each of round one and round two
Environment & Climate Change Research Grants	Open April Close June for use from July	1 year	Smarty Grants Online	
InKind Support	All year	Project / event based	<a href="mailto:darwin@darwin.nt.gov.au">darwin@darwin.nt.gov.au</a>	unspecified

\*For more information on applying for an Out of Round Sponsorship see section below

### OPERATING SUBSIDIES

Council also funds organisations through operating subsidies which are for the provision of goods and services in the Community. For more information on operating subsidies email Council at [darwin@darwin.nt.gov.au](mailto:darwin@darwin.nt.gov.au)

\* Many sponsorship agreements span multiple years. Therefore in 2022/23 a proportion is already committed through existing agreements.



## Sponsorship Application Support

Check in with Council staff if you are unsure whether you are eligible for either a grant or sponsorship, or if you require further information before applying.

### ONLINE

See [darwin.nt.gov.au/sponsorship](https://darwin.nt.gov.au/sponsorship)

### IN-PERSON SUPPORT

Call the Innovation Team on 89 300 300 or email [darwin@darwin.nt.gov.au](mailto:darwin@darwin.nt.gov.au)

### INFORMATION AND Q&A SESSIONS

In March each year Council may hold an information session for grants and sponsorship applicants.

## What is the purpose of our Sponsorship and Grants program?

Support projects and events that create value for the social, cultural, environmental and economic life of city

Achieve our vision for Darwin 2030

Link the City of Darwin brand with appropriate events and projects

Opportunities for community to engage with Council.

For more information on City of Darwin's Community Grants Program and information on the differences between grants and sponsorships visit Council's website: [darwin.nt.gov.au/sponsorship](https://darwin.nt.gov.au/sponsorship)



## What is Sponsorship?

Sponsorship is a commercial agreement in which City of Darwin provides cash or in-kind support to an event, facility or project in return for specified benefits.

## Sponsorship Eligibility Criteria

Sponsorship will be considered where there is alignment with the Strategic Directions in Council's Strategic Plan *Darwin 2030 - City for People. City of Colour* and the benefits to City of Darwin are quantifiable and/or demonstrable. (For more detail see section, *What events or projects does Council support through the Sponsorship Program?*)

### ELIGIBILITY FOR SPONSORSHIP

#### To be eligible the applicant must:

- Be an Australian legal entity or an individual with an Australian Business Number (ABN) or be auspiced.
- Be applying for a project or initiative which occurs within the City of Darwin local government area,
- Have all appropriate insurances and licences (public liability insurance up to \$10M to cover the event or project)
- Be incorporated, or is auspiced by an incorporated organisation for the purposes of the event/project
- Be able to demonstrate financial viability
- Be an organisation whose public image, products and services are consistent with the goals and values of the City of Darwin, and a commitment to enhance community life in Darwin

#### Council will not consider applications from:

- An applicant that has outstanding debts to the City of Darwin
- An applicant that has failed to provide satisfactory acquittal reporting for any previous City of Darwin funding
- An applicant that has already applied for City of Darwin funding for the same project within the same financial year and been refused.
- Organisations involved in political fields (e.g. political parties or unions) or are seen to be in potential conflict with Council's policies and responsibilities to the community





PHOTO COURTESY OF ELISE DERWIN

**City of Darwin does not generally sponsor the following unless they are directly related to the corporate objectives or local government:**

- conferences,
- seminars,
- functions,
- individuals,
- record attempts
- fundraisers

**Sponsorship is not:**

- A donation
- A grant
- A purchase of services, where the City determines the type or project or service it requires and develops a contract to control how this is delivered
- An operating subsidy
- An endorsement of any product, service or factional cause by the City of Darwin
- Part of normal assistance programs of the City of Darwin
- Advertising, or any part of an advertising package
- Philanthropic, as a sponsor expects to receive a reciprocal benefit beyond a modest acknowledgement

## Types of Sponsorship

### Cash Sponsorship

If your application is successful, the cash sponsorship must be allocated towards enhancing your event. The allocation of City of Darwin cash sponsorship will be negotiated and specified in the sponsorship agreement.

### In Kind Sponsorship

#### WHAT IS IN KIND SUPPORT?

Value in kind (or, in kind support) refers to an arrangement whereby City of Darwin forgoes revenue for things for which they would normally charge a fee.

Services incurring a real cash cost to City of Darwin are not supported through in kind.

Many sponsorship agreements include both a cash and an in kind component. These two elements contribute to the total value of the sponsorship. (Some sponsorships consist only of in-kind support with no cash component.)





WHAT IN-KIND SUPPORT DOES CITY OF DARWIN OFFER?

In kind support is offered for event sponsorship only. If in kind support is part of your sponsorship agreement please make sure to make bookings with Council’s event officer as soon as possible. This is the responsibility of the event organiser. For more information on organising events on Council land, refer to Council’s events guide on our website.

Council offers a range of in kind support including:

- Park Permit fees
- Venue hire fees at
  - Civic Centre Function Room
  - Nightcliff Community Centre
  - Lyons Community centre
  - Malak Community centre
- Work permit fees
- PA (sound equipment) for events
- Staging hire fees
- Smoothie bikes
- Accessible flooring
- Banner site fees for the following sites:
  - Gardens Oval
  - Trower Rd overpass
  - Ludmilla Rd overpass
  - Cnr Macmillans & Bagot Rds
- Access to available Civic Park and Civic Centre lighting
- Promotional support (on agreement with Council officers)
  - Promotion on Council social media
  - Promotion on Council website

Note: Amphitheatre fees must be negotiated directly with Darwin Entertainment Centre.

WHAT CANNOT BE INCLUDED AS IN KIND SUPPORT?

Any service that Council provides that incurs a cash cost to Council will not be included as in kind support. This includes:

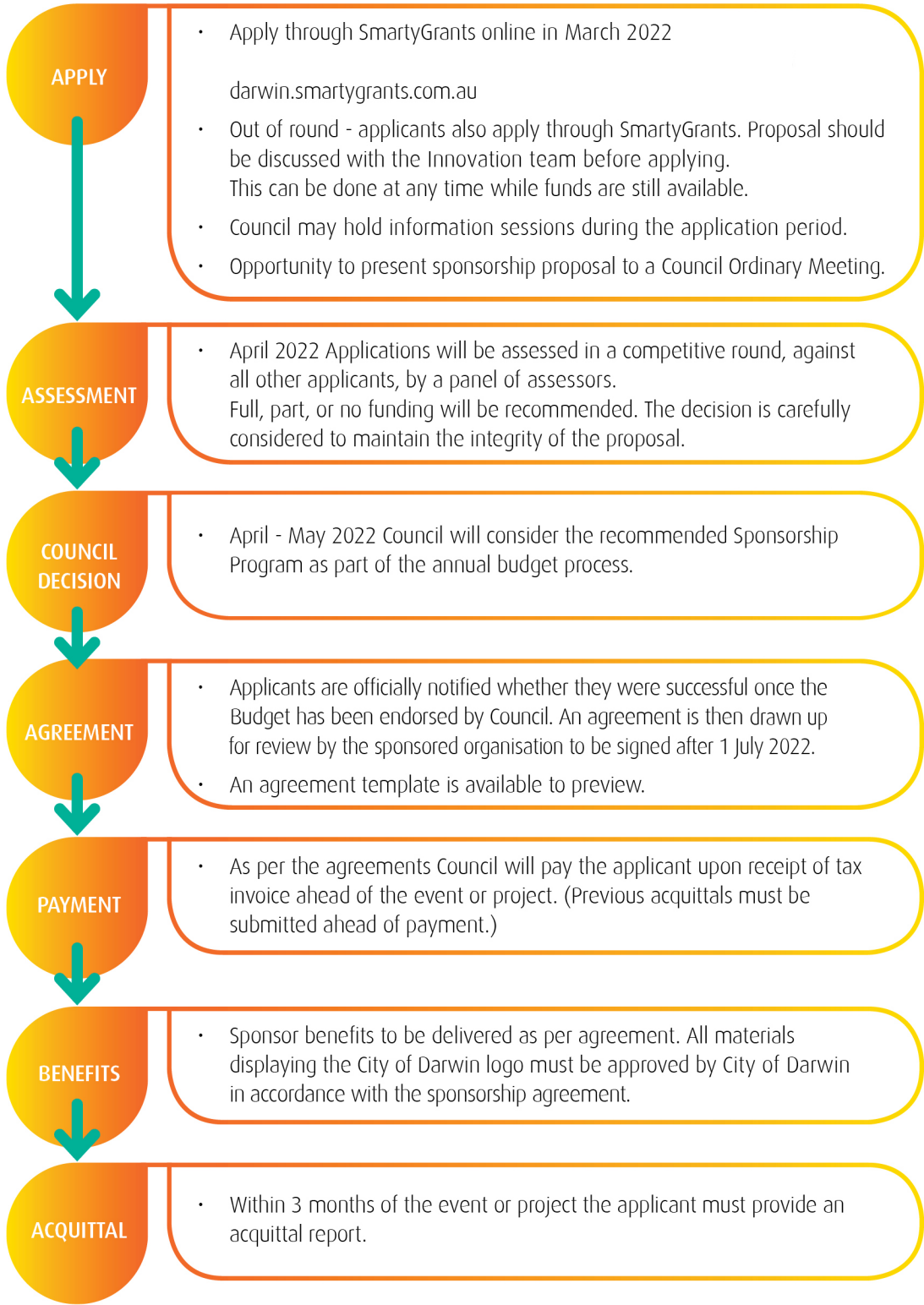
- Electricity charges for use of power in Council parks / venues
- Installation / removal of Street light banners



FOR MORE INFORMATION VISIT COUNCIL’S WEBSITE  
Event Planning Guide

Note: If you are using a Council space for your event you are required to make a tentative booking prior to submitting your sponsorship application.

Sponsorship Process





## Out-of-Round Applications for Sponsorship

A proposal may be considered outside the annual competitive round if there are extenuating circumstances that prevented submission through the annual round. These 'out-of-round' proposals will be assessed using the same criteria as the proposals in the competitive round.

A proposal may be considered for 'out-of-round' funding:

- Using available sponsorship contingency funding
  - Proposals above \$10,000 total value can be recommended for consideration and decision of Council.
  - Proposals less than \$10,000 total value (including cash and in-kind contributions) may be approved by the CEO in liaison with the Lord Mayor (subject to funding availability).

Contact Council's Innovation team to discuss whether a proposal is eligible for 'out-of round sponsorship'.

Applications for out-of-round sponsorships are through SmartyGrants online.  
<https://darwin.smartygrants.com.au/>

## Applications that do not meet the criteria for Sponsorship

Applications that do not meet the criteria for sponsorship but still align with Council's Strategic Plan may be referred to:

- Grants Program
- Unsolicited Proposal process (refer to City of Darwin Policy No.88 Unsolicited Proposals)
- Operating Subsidy process

These will be assessed accordingly and funded operationally by the relevant department.



# What does Council support through the Sponsorship Program?

## Overview

**Council is looking for several elements in the sponsorship proposals.**

- 1) Events or projects that demonstrate strong alignment with the Strategic Directions of Council as outlined in *Darwin 2030 - City for People. City of Colour*

That is, does the event or project contribute to Council achieving its targets as outlined in *Darwin 2030 - City for People. City of Colour*?

- 2) Events or projects with appropriate sponsor benefits offered.

In evaluating all sponsorship proposals the panel will be asked to consider/rate the following:

- Does the event/project fall into one of the following categories?
  - Business, industry, economic or city activation
  - Cultural, social or the arts
  - Sporting, or healthy lifestyle orientated
  - Innovation
  - Environmental
- Is there a balance of events/projects in these categories across the sponsorship program?

**IN CONSIDERING THE SPONSORSHIP PROGRAM ALIGNMENT WITH STRATEGIC DIRECTIONS THE FOLLOWING ARE CONSIDERED:**

### Tourism, Economic and Place Activation

- Is the project/event local, national or international?
- Does the project/event attract interstate or international visitors?
- Does the project/event bring significant economic benefit to Darwin?
- Do the activities take place within Darwin Municipality?
- Is there a balance of projects/events/activations across Darwin's four Council wards?
- Is the project/event iconic for Darwin?
- Is the project/event unique? Or are there other similar events offered in Darwin?



Cultural & Social Outcomes

- To what extent does the project/event celebrate the diversity of Darwin as a capital city?
- To what extent does the project/event provide opportunities for the local or greater community to connect?
- Is the event free or low cost? (Preference is given to events that are free/low cost or have elements that are free/low cost.)
- How many people are expected to attend or be involved in the project/event, or have done so in the past?
- Is the project/event accessible to people of all abilities?

Environmental Outcomes

- Is the event environmentally sustainable and ‘single use plastic free’?

Governance, Budget and Organisational Competency

- Is the amount requested appropriate:
  - as a proportion of the overall cost of the project/event?
  - as a proportion of the Council budget for Sponsorship Program?
  - in relation to the sponsor benefits offered to Council?
- Are there any risks associated with the event?
- Does the application include enough information for affective evaluation of proposal?
- If the Council has previously sponsored the project/event was the acquittal satisfactory?



# Access and Inclusion

**Access and inclusion is about ensuring that all public services are available to all community members, including those who have a disability, so that they have the opportunity and choice to participate in all aspects of community life.**

To the extent that it is practicable, the sponsorship applicant is required to provide universal access to sponsored projects/events, as outlined in the City of Darwin’s Access and Inclusion Plan 2019-2022.

When applying for sponsorship use Council’s Accessible and Inclusive Events checklist on our website to see how accessible and inclusive your event is and where improvements could be made.

**Accessible & Inclusive Events Guide**

If applicable, some questions for applicants to consider are:

- Is there level access to the event with no steps or other barriers?
- Are there accessible toilets?
- Does the venue have clear signage?
- If the event is ticketed, have you considered provision of a number of free or affordable tickets for community members?

Council has an Access and Inclusion committee who can give advise on how you can improve the accessibility of your event or project.

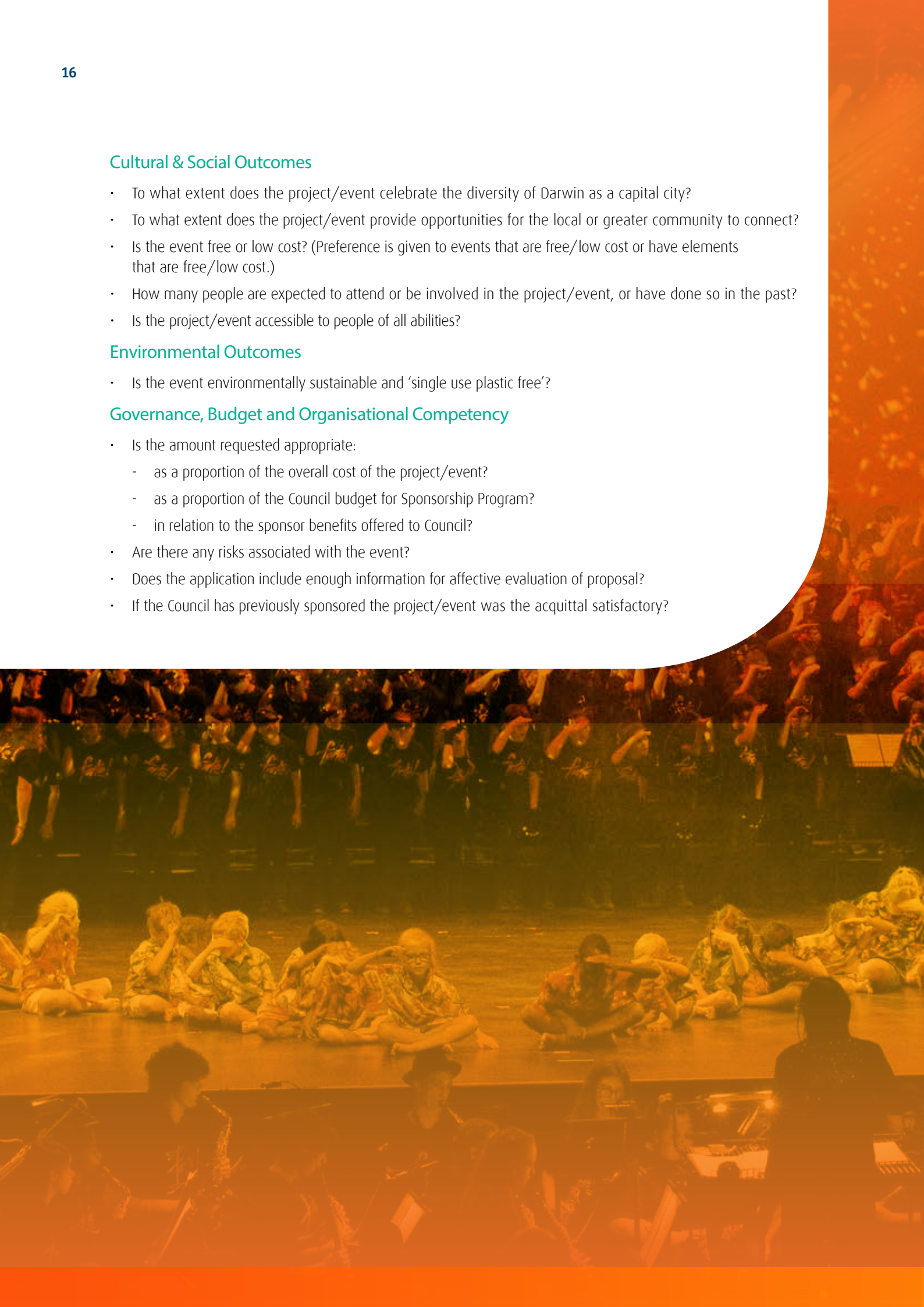
You will be required to report on the accessibility of your project as part of the acquittal report.

# Single Use Plastic Free Events

If applicable, all events on Council land must not include the use of single use plastics. Council has a guide to help you make your event Single Use Plastic Free. Please also consider sourcing sustainable, local foods; and promoting the use of active, micromobility and public transport to events.

For more information visit Council’s website:

**Single Use Plastic Guide**





# Canvassing or Lobbying

If a Council employee or Elected Member has a direct interest in a sponsorship proposal they are required to declare this. Elected Members will not take part in the decision of Council relating to that proposal.

Individual canvassing or lobbying of Elected Members or Council employees in relation to the sponsorship proposal during the application and assessment process may result in the application being excluded from the sponsorship program.

However there is the opportunity for applicants to give a presentation to the Council at an Ordinary Council meeting ahead of the annual budget process.

## When should you consider presenting a proposal to Council?

Presenting a proposal to Council may help Elected Members better understand the sponsorship opportunity if:

- An event or project is new to Darwin
- A previously sponsored event or project has significantly changed
- A different level of sponsorship is being sought

## What are Sponsor benefits?

Sponsorship is defined as a commercial arrangement in which a sponsor provides a contribution in money or in kind, to support a service, event, facility or project in return for specified benefits.

When applying for Sponsorship, you will be asked to list the sponsor benefits being offered to City of Darwin.

Some examples of benefits include:

- City of Darwin logo recognition on all project or event promotional material and website
- Opportunity to display City of Darwin signage at project or event
- Speech opportunity for City of Darwin Elected Members
- Opportunity to screen City of Darwin TV/Media commercial (eg. on an event screen)

Be creative with what sponsor benefits you can offer Council. Read through Council's Strategic Plan and talk to Council about your project to come up with ideas of what you can offer that may be beneficial to Council.

# Definitions

Sponsorship:	<i>Sponsorship</i> is defined as a commercial arrangement in which a sponsor provides a contribution in money or in kind, to support a service, event, facility or project in return for specified benefits. Sponsorship differs from grants programs, donations and operating subsidies.
Value in Kind:	<i>Value in kind (or, in kind)</i> refers to an arrangement whereby the City of Darwin forgoes revenue for things for which they would normally charge a fee. Services incurring a real cash cost to City of Darwin are not supported through in kind.
Acquittal:	An <i>acquittal</i> is a written report submitted after the funded project is complete. It details how the recipient administered the relevant funds and met the project outcomes

### OTHER RELEVANT CITY OF DARWIN DOCUMENTS:

- [Darwin 2030: City for People. City of Colour.](#)
- [City of Darwin Policy No.065 Sponsorship](#)
- [City of Darwin Access and Inclusion Plan 2019-2022](#)
- [City of Darwin Community Grant Guidelines](#)
- [City of Darwin Funding Guidelines](#)

### FOR MORE INFORMATION CONTACT

City of Darwin  
Innovation Team  
  
**P:** 08 89 300 300  
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[darwin.nt.gov.au/sponsorship](https://darwin.nt.gov.au/sponsorship)





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