

2020/21

# 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.





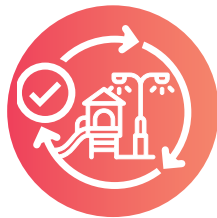
# Objectives

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



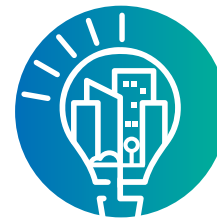
A capital city with best practice and sustainable infrastructure



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

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

#### **Partner**

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

#### **Funder**

Funding other  
organisations to  
deliver services





## 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 2019/20 is in Council's Municipal Plan 2019/20 Appendix C

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

### APPENDIX C – SPONSORSHIPS, COMMUNITY GRANTS AND OPERATING SUBSIDIES 2019/20

Organisation	Description	Agreement Expiry Date	Cash \$	In-Kind Support \$ value	Total \$
<b>Browns Mart Shimmer</b>	Sponsorship	Jun-21	10,000		10,000
<b>Carols by Candlelight</b>	Sponsorship	Jun-22	20,000		20,000
<b>CBD Activation Contingency</b>	Operating Subsidy	Jun-20	50,000		50,000
<b>City2Surf (Athletics NT)</b>	Sponsorship	Jun-20	5,000		5,000
<b>Community Environment Grants</b>	Annual Grants Program	Jun-20	50,000		50,000
<b>Community Grants</b>	Annual Grants Program	Jun-20	100,000		100,000
<b>Darwin Aboriginal Art Fair</b>	Sponsorship	Jun-20	5,000		5,000
<b>Darwin City Brass Band</b>	Operating Subsidy	Jun-21	30,000		30,000
<b>Darwin City &amp; Waterfront Retailers Association</b>	Operating Subsidy		50,000	27,280	77,280
<b>Darwin Entertainment Centre</b>	Operating Subsidy	Jun-21	580,000		580,000



Organisation	Description	Agreement Expiry Date	Cash \$	In-Kind Support \$ value	Total \$
Darwin Festival	Sponsorship & In-Kind	Aug-20	150,000	15,000	165,000
Darwin Fringe Festival	Sponsorship & In-Kind	Jun-22	8,500	1,500	10,000
Darwin Show	Sponsorship	Jun-22	12,000		12,000
NAIDOC Week	Sponsorship	Jun-20	10,000		10,000
Nightcliff Seabreeze Festival	Sponsorship & In-Kind	May-21	25,000	8,000	33,000
PAWS Darwin	Operating Subsidy	Jun-20	30,000		30,000
RSPCA Darwin	Operating Subsidy	Jun-20	120,000		120,000
Surf Lifesaving NT	Operating Subsidy	Jun-20	30,000		30,000
The Beat Festival	Sponsorship	Sep-20	10,000		10,000
Tourism Top End	Operating Subsidy	Jun-20	100,000		100,000
Sponsorship Contingency	Ongoing		20,000		20,000
<b>TOTAL</b>			<b>1,415,500</b>	<b>51,780</b>	<b>1,467,280</b>

2019/20 Sponsorships, Grants and Operating Subsidies



## Key Information for Grants and Sponsorships 2020/21

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

Council offers both cash and in kind support.

Type of support	When to apply	Term	How to apply	Amount available in 2020/21
Sponsorship program	One round – applications open 1-22 March 2020 for events proposed for 1 July 2020 – 30 June 2021.	1,2 or 3 years	Smarty Grants Online	Budget determined by Council during budget process.  2020/21 - Approx \$275,000*
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.smartygrants.com.au/">https://darwin.smartygrants.com.au/</a>	\$20,000
Community Grants	Round 1 - open 1-22 March 2020 for projects 1 July 2020 to 31 Dec 2020.  Round 2 – open 19 Sept - 19 Oct 2020 for projects 1 Jan 2021 to 30 June 2021.	6 months	Smarty Grants Online	\$50,000 for each of round one and round two
Environment Grants	One round – applications open 1-22 March 2020 for events proposed for 1 July 2020 – 30 June 2021.	1 year	Smarty Grants Online	\$50,000
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 2020/21 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](http://darwin.nt.gov.au/sponsorship)

### IN-PERSON SUPPORT

Call Marketing and Communications Team on 8930 0194 or email [darwin@darwin.nt.gov.au](mailto:darwin@darwin.nt.gov.au)

### INFORMATION AND Q&A SESSIONS

In March each year Council will 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](http://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 program 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



**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



PHOTO COURTESY OF ELISE DERWIN

# 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?

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

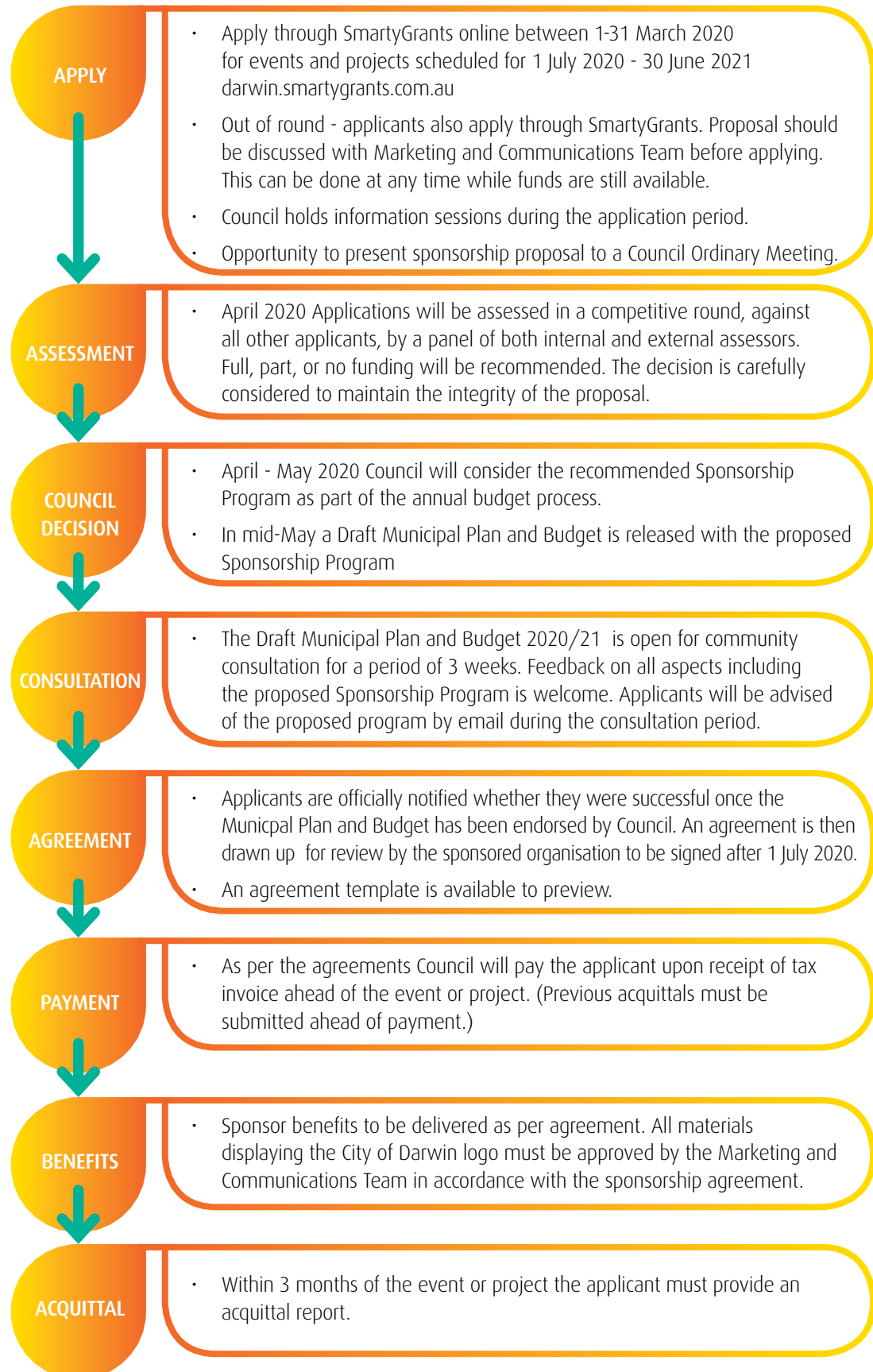
**FOR MORE INFORMATION VISIT COUNCIL'S WEBSITE**

<https://www.darwin.nt.gov.au/explore/managing-an-event/event-planning-guide/overview>

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

### Cultural & Social Outcomes

- To what extent does the event celebrate the diversity of Darwin as a capital city?
- To what extent does the 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 the event/have attended in the past?
- Is the 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 event/project?
  - 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 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 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.

[www.darwin.nt.gov.au/accessandinclusion](http://www.darwin.nt.gov.au/accessandinclusion)

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 advice 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

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.

For more information visit Council's website:

<https://www.darwin.nt.gov.au/community/programs/climate-change-and-environment/plastic-wise>

# 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 program 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

<b>Sponsorship:</b>	<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 program in return for specified benefits. Sponsorship differs from grants programs, donations and operating subsidies.
<b>Value in Kind:</b>	<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.
<b>Acquittal:</b>	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 Policy No.088 Unsolicited Proposals](#)

[City of Darwin Access and Inclusion Plan 2019-2022](#)

[City of Darwin Community Grant Guidelines](#)

## FOR MORE INFORMATION CONTACT

City of Darwin  
Marketing and Communications Team

**P:** 08 89 300 194

**E:** [darwin@darwin.nt.gov.au](mailto:darwin@darwin.nt.gov.au)

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



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