



Kick-Start Events in Pyrenees

Got a **new** event you want to run?

Want to expand an existing event with a **new** element?

Is your **new** event likely to increase visitors to our region?

This is a one-off opportunity to apply for Sponsorship. Apply for up to \$5000 per event (out of a pool of \$30,000).

Applications are open now and close Monday 26 July 2021 at 9am.
Get in quick!

Details

The Kick Start Events in Pyrenees Sponsorship Program provides funding support for events to be held in the Pyrenees Region. Events can operate in 2021 and must be completed by 30 June 2022.

Our Aim

Kick-Start Events in Pyrenees Sponsorship Program aims to

- ✓ increase visitors to the region
- ✓ improve social connectedness
- ✓ improve community health and wellbeing
- ✓ support existing business and generate economic activity/bring more money into our region
- ✓ support existing volunteers in their community work
- ✓ add to existing tourism offerings

Who can apply?

To be eligible to apply for this one-off 'Kick-Start' sponsorship you must:

- be a community or business group that is a legal entity and holds an Australian Business Number.
- have Public Liability Insurance coverage to a minimum of \$10 million.
- be based within the Pyrenees Shire Council Local Government Area and/or provide services and programs to people living within these boundaries (or propose to).

Please note that your group/organisation may not be eligible to apply if they have an outstanding debt to Council.

Never applied for Sponsorship and/or don't like filling out Application Forms?

Another 'one-off' is Council's Economic and Community Recovery Officer, Sheree Chevalier who can help. She has experience in creating and co-ordinating events. Sheree can act as a 'Sponsorship Consultant' until Thursday 22 July to assist you with your application. To make an appointment, please contact her during business hours via email or phone: sheree.chevalier@pyrenees.vic.gov.au or 0429 917 891. Limited appointment times are available after 5pm from Mondays to Thursdays. Sheree will not be involved in the sponsorship approval process.

What can the sponsorship money be used for?

Some ideas include:

- ✓ Marketing
- ✓ live music/entertainment
- ✓ Children's activities
- ✓ Exhibitions, live and/or online
- ✓ Social media campaign
- ✓ Employ specialists
- ✓ Event co-ordinator
- ✓ Other

Please Note:

- Council encourages a geographical spread across several communities in the shire from Moonambel and Avoca in the north to Beaufort and Carranballac in the south.
- Council staff with expertise in events coordination, promotion, regulatory approvals, venue hire, waste and traffic management and infrastructure will support events.
- For more information about running events, contact Alessa Von Westphalen, Events Officer, Alessa.VonWestphalen@pyrenees.vic.gov.au, 0419 326 174

Application process:

Answer the questions as outlined on the Sponsorship Application Form.

Applications are **due by 9am on Monday 26 July 2021**.

Please email applications to events@pyrenees.vic.gov.au

You can apply for up to \$5000. If successful in your application, there is no guarantee you will receive this amount, it may be less. Council's decision is final.

How will applications be assessed?

Three Council Officers, after completing the necessary Conflict of Interest Disclosure form, will look at each application and use a **scoring system** to be fair and transparent. A copy of the Scoring

System is available. The scored applications will then be presented to Council for a decision at the August Council Meeting.

Event sponsorship terms and conditions If your group or organising committee is successful in obtaining Pyrenees Shire Council event sponsorship, these terms and conditions will form part of your agreement with Council.

1. Legislative compliance Successful grant applicants will be required to comply with all regulations and laws that exist in the State of Victoria regarding holding an event, including permits, licences and other permissions and approvals as outlined to you by the Council's Events Officer.

2. Council recognition Pyrenees Shire Council will be recognised as a sponsor of the funded event by way of: a. Recognition as a sponsor in all printed materials; b. Display of Pyrenees Shire Council banners and/or signs at the event; c. The use of the Pyrenees Shire Council logo in all printed material and on electronic mediums; d. The opportunity for the Mayor (and/or Councillors should the Mayor not be available) to take part in official duties if appropriate. e. An invitation to the event is extended to the Pyrenees Shire Council Mayor and Councillors.

3. Council reporting Pyrenees Shire Council sponsorship of more than \$1000 requires a post-event report to Council detailing the following, where applicable: a. The impact on accommodation bookings both locally and if applicable regionally, b. Number of people attending the event, c. The percentage of people who were visitors to the region, d. Which community organisations gained benefits from the event and what benefits these were, e. Any other comments regarding economic and community benefits generated by the event.

Timeline

- **Applications are due by 9am on Monday 26 July, 2021.** Please email your application to events@pyrenees.vic.gov.au
- All applicants will be advised of the outcomes in August, 2021.
- Funds will be distributed to successful applicants by the middle of September, 2021.
- An evaluation of the success of your event will be due to Council within two months of its completion, as outlined in the conditions above.