

# Major Event Support & Sponsorship Policy

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## **Management Plan Framework**

**Management Plan 4 Year Outcome:** *Penrith is recognised widely as an innovative vibrant and attractive City with an identity distinguishing it from other parts of Sydney.*

**00/01 Critical Action:** *Secure and promote major events and celebrations.*

## **Background**

Council routinely provides support and assistance to organisers of events. From time to time Council has also sponsored major events in return for promotional exposure of Penrith Valley as a place to live, work visit and invest. Sponsorship of events can also be used to influence the direction of their management in order to maximise the economic benefit through increased tourist visitation and the use of local suppliers.

The sponsorship component of the policy relates to major events which have the potential to attract visitors to Penrith Valley and build its image and profile. Organisers of community events not offering these benefits also often seek financial support from Council. These requests should be seen as donations and dealt with in accordance with Council policies on donations.

Most requests for sponsorship occur outside the normal budgeting and project evaluation cycle. All requests for assistance under this policy will be considered by Council.

## **Support provided for all events**

The following support is provided to the organisers of significant events in Penrith Valley irrespective of whether Council provides any cash sponsorship

1. Liaison with the organisers of major events with a view to maximising the benefits for Penrith Valley. An important part of this role is to encourage the use of local services in preference to suppliers from outside Penrith Valley and to introduce the organisers to the various people in Council with whom they need to liaise. (This relates to such areas as road closures, food stall inspection, use of parks and provision of barricades and rubbish bins and similar municipal services.)
2. Assisting local branches of major organisations to bid for zone, regional, state and national events of their bodies. This assistance can include the provision of promotional photography and written information on local tourism and other services and attractions and supplies of promotional materials such as the *Penrith Valley Experience* for inclusion with bid documents.
3. Promotion through the ongoing promotion of Penrith Valley being undertaken under the City Marketing program and the Penrith Valley Visitor Information Centre.

This includes

- distribution of information about the event to customers of the Penrith Valley visitor information centre;
- inclusion in the regular monthly and weekly What's On information distributed to local and metropolitan media;

- the Tourism New South Wales tourist information database to which we contribute;
- the monthly printed What's On leaflet distributed around the City;
- community radio What's On segments;
- in the annual visitors guide the *Penrith Valley Experience* (where sufficient lead time exists.)
- advertising in the event program and / or arranging for a mayoral message to be included in the event program.

### **Sponsorship**

As a general principle, Council prefers to sponsor new events and secure their future by providing seed funding in their first year. Sponsorship of particular events is not recurrent and requests for sponsorship for events previously sponsored have to be made each year.

Where an event organiser seeks financial support in addition to the above support, Council has indicated the following minimum requirements for considering sponsorship requests...

- Submission of a comprehensive business plan as an attachment to each report relating to a sponsorship request;
- Documentation of the promotional exposure that Penrith Valley is to receive from the sponsorship and acceptance of a standard set of guidelines on the use of the Council crest and Penrith Valley logo;
- In event promotional materials and signs, event organisers should use the
  - Penrith Valley logo where it will promote the profile of Penrith Valley to people from outside the City;
  - Council Crest where the contribution of Council is being acknowledged in relation to other sponsors;
- Council officers will provide advice on which logo to use in various situations. Copies of any text or graphics featuring the Council crest and Penrith Valley logo to be submitted for approval before funds are released.

### **Criteria for assessing a request for sponsorship**

- 1. Exposure of the City to people attending festivals:** Market research we have undertaken on the image of Penrith Valley has shown that negative perceptions arise from lack of exposure and knowledge of what we have to offer. There is no better way of reversing these perceptions than having people visit the city for an enjoyable and memorable experience and the opportunity to see with their own eyes the City's natural and man made assets.
- 2. Media Exposure outside the city:** This can include print, radio, television and world wide web. The benefits of media exposure are similar to those arising from direct exposure of visitors to events. Media exposure is potentially more powerful because of the large volume of numbers that can be reached.
- 3. Reinforcement of the Penrith Valley branding:** Council's long term vision for branding Penrith Valley as a tourist destination is "*Outdoor aquatic recreation broadening to general outdoor recreation*". This doesn't mean that there is no benefit from events that don't conform to this theme but it is a factor to be considered in assessing the benefits of sponsoring an event.

4. **Direct economic multipliers generated by visitors and locals attending events:**  
Visitors come and spend money on accommodation, entertainment, petrol etc. Organisers of events use local suppliers for event operations.
5. **Giving local residents additional entertainment choice and recreational opportunities and creating a more dynamic, energetic and interesting local lifestyle:**

A request for sponsorship must fulfil at least four of these criteria for it to be recommended to Council for adoption.

***Procedure for seeking sponsorship from Council***

1. Event organisers will meet with Council officers who will explain this policy and how it applies.
2. Further discussions will focus on how the benefit to Penrith Valley can be maximised.
3. The event organiser will prepare a detailed business plan which
  - demonstrates the credentials of the people involved;
  - how they will manage the event;
  - how the Council funds will be spent and why they are needed;
  - provides income and expenditure details;
  - how the marketing of Penrith Valley will benefit;
  - how the event meets the five criteria listed in the section of this policy headed “Criteria for assessing a request for sponsorship”.
4. The request will be submitted to Council with a copy of the business plan.
5. If Council decides to sponsor the event, Council officers will communicate with the organisers...
  - accepting the offer made in the business plan or accepting it in a qualified form;
  - indicating the level of council sponsorship both direct and in-kind;
  - confirming the promotional exposure that the organisers will be required to provide for Penrith Valley;
  - advising the organisers of any additional requirements set by Council;
  - setting out the Council’s guidelines for the use of the Council crest and the Penrith Valley logo;
  - indicating that copies of any text or graphics be submitted to Council before funds are released;
  - confirming availability of Council promotional materials such as banners;
  - establishing a framework for ongoing liaison between Council and the organisers.
6. Council officers and the event organisers liaise in the lead up to the event;
7. Council officers to monitor the effectiveness of the promotional support that Council receives from the event and take this into account in evaluating subsequent requests from the organisers.