

MAJOR EVENT SPONSORSHIP GUIDELINES

Penrith City Council is committed to supporting the development of vibrant, creative and innovative events that enhance the economic, social and cultural life of the City.

ELIGIBILITY CRITERIA

- Ability to increase tourist visitation to the City of Penrith including intra and interstate visitors.
- Demonstrate the ability to deliver significant and measurable economic benefit to the City.
- Ability to facilitate community involvement in the event/activities.
- Ability for the event to add to the diversity of the City's event calendar.
- Incorporate strategic and targeted marketing practices in its planning and implementation.
- Capacity to be an ongoing event.
- Involvement of and consultation with local businesses, artists and community groups.
- Acknowledgement of Penrith City Council as a sponsor.
- Establish partnerships to achieve recognition for Penrith.

INELIGIBLE APPLICATIONS

- Your proposal is for retrospective funding or funding budget deficits.
- Your proposed event is not open to the general public.
- Your proposed event is to take place outside the LGA.
- Your organisation has not fulfilled previous sponsorship obligations, including provision of post event evaluation report.
- Fundraising events or organisations who's main role is to fundraise.
- Your proposal is for funding towards the operating costs associated with running an organisation (eg salaries or equipment).

TERMS AND CONDITIONS

- Supply a Business Plan with the application.
- Submit a current Public Liability Insurance Policy to the value of \$10 million.
- Provide either an Australian Business Number (ABN) or complete the Taxation Office "Statement by Supplier" form.
- Applications must be completed in full and returned at least 12 weeks prior to the event date.
- If requested by Council the applicant must be able to provide substantial planning documents.
- Submission of an application does not guarantee sponsorship.
- Applicant must submit a post evaluation report.

EXCLUSIONS & CONFLICTS OF INTEREST

Council will not provide support to individuals or organisations and their subsidiaries, that are in conflict with the objectives and mission of Council.

Activities are not to compromise Council's ability to exercise its role impartially toward the community. Any persons found to have a conflict of interest should not be involved.

Council does not consider the following suitable to receive assistance either financial or in-kind:

- 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 ICAC or any other legal authority.
- Those whose services or products are considered to be dangerous to health.
- Those involved in the political arena.

CONTACT US

Penrith City Council
601 High Street
PENRITH NSW 2750

PO Box 60
PENRITH NSW 2751

PHONE: (02) 4732 8060

FAX: (02) 4732 7958

EMAIL: council@penrithcity.nsw.gov.au

WEB: www.penrithcity.nsw.gov.au