

# SPONSORSHIP GUIDELINES

## (Groups)



### INTRODUCTION

Every year, the City of Cockburn receives numerous requests for sponsorship support from community groups, commercial enterprises and individuals for a wide range of projects, activities and events. Therefore, the Sponsorship Guidelines and Application Form have been developed to:

- Assist organisations to maximise their development, potential and benefits to the Cockburn and wider community.
- Provide a fair, comprehensive, accessible, streamlined and selective application process where applicants must address relevant criteria and outline appropriate elements of recognition and how these will be achieved in return for sponsorship support.
- Provide a clear and consistent direction for the assessment of sponsorship applications to ensure an equitable allocation of sponsorship funding.

### CONTACT US

By making contact with the City of Cockburn when looking at sponsorship funding for your project or organisation, we may be able to assist you with finding additional sources to make your project successful.

On your initial contact you will need to speak to the Grants & Research Officer (9411 3583) to discuss your proposal so you can present the best application possible.

### WHO CAN APPLY?

Community groups or organisations based in the City of Cockburn and who primarily service residents of the City are eligible to apply for funds. Applications are invited from non-profit community managed groups, including sporting\*, welfare, education, arts/cultural, youth, seniors, children, ethnic and related groups.

\*Sporting Teams/Clubs that are:

- representing at a National or International or level event at which they have been selected based on their endeavours in their chosen activity.
- hosting sporting events or activities in the City of Cockburn that are of state, national or international significance, that will add value to the City of Cockburn.

### WHAT IS FUNDED AND HOW OFTEN?

Applications for sponsorship funding must address relevant criteria listed under the details inside. Sponsorship, in the form of a cash contribution, to a maximum of \$20,000 per applicant, with smaller amounts encouraged, may be provided once during the financial year for a specific purpose, project, activity or event. The successful request for sponsorship in any year does not imply any ongoing commitment of the same or similar contribution in following years. Requests for sponsorship in following years are dependant upon the satisfactory acquittal of all previous year's funding.

### WHEN?

Applications are invited twice yearly in March and September. Funding rounds are advertised in local papers and the City's Cockburn Soundings. The closing dates are on the application forms.

# SPONSORSHIP

Sponsorship is an arrangement where the City of Cockburn makes a financial contribution to a group or organisation for a specific purpose, project, activity or event and, in return, the City receives public recognition for its contribution. Sponsorship creates mutually beneficial partnerships between the City and the community; it is both an opportunity to add value to the community and an investment in recognition opportunities that will advance the long term interests of the City of Cockburn and the recipient.

## SELECTION CRITERIA

### Applying Group:

- Primarily serves the residents of the City of Cockburn.
- Is well established and/or can demonstrate a high level of community support.
- Can demonstrate it is financially sound, or key persons have demonstrated ability to manage a project of the proposed type.

### Project or Activity:

- Will be of long-term benefit to the local community and/or City of Cockburn generally.
- Will provide brand exposure and public recognition benefits to the City of Cockburn.
- Will increase awareness and raise the profile of the City of Cockburn, in line with its desired image.
- Is located in an area that has an identified need within the City of Cockburn.
- Does not duplicate an activity already available in the local area.
- Does not run on the same date as another event in the City of Cockburn.

### How Much?

- The maximum amount provided to any one group will be \$20,000 per financial year, however generally sponsorship will be approved for a lesser amount.
- Applicants who are able to contribute toward the activity in cash or in-kind will be considered favourably, as will those who source funding from other sources.

### Please Note:

- Funding will not be for personal items such as uniforms, food consumables or catering costs.
- It is essential that all sponsorship applications are submitted in writing using the relevant application form.

In the Sponsorship Application Form you will need to provide:

- An overview and background information on the organisation.
- Details on what the proposed sponsorship funding will be used for.
- The proposed term of sponsorship.
- Information on the target market/s, expected numbers and demographics of attendees, audience, participants or members. Does it involve a large cross-section of the community? Or a particular community group?
- The level of sponsorship requested (naming rights, official sponsor etc.)
- The investment requested from the City of Cockburn, and when it will be required.
- After the initial agreed term, will the City of Cockburn have a right of refusal to a further term?
- Information on any other sponsors currently involved with the sponsorship, including total number of sponsors and each sponsor's level of involvement. If no sponsors have been secured yet, please outline your proposed sponsorship structure.
- Plans to promote and publicise the sponsorship.
- Details of branding benefits the City of Cockburn receive.
- Details of any other benefits the City of Cockburn will receive in return for support.
- Details of benefits offered to the Cockburn community.

For events:

- Is it an annual event, or does it have the potential to become an annual event?
- Is it free for the public to attend? If not, what is the

# THE PROCESS

## How Do You Apply?

After you have read the guidelines and application form, you need to call the Grants & Research Officer to discuss what your proposal is all about. The officer will help you to streamline your application by giving you advice on how and what to put into your application.

One of the things we will be looking for is evidence of community support, which may be in the form of letters by relevant community members/groups.

We will also need evidence that your group is able to manage its financial affairs, so a financial statement will also be required.

## How Do We Assess Applications?

The application will be referred to the Grants & Donations Committee who will make a recommendation to Council who will ultimately determine the successful applicants.

## What Happens Next?

All applicants will be advised whether their application for sponsorship funding has been successful or unsuccessful. If you have been successful, we will send you a Letter of Offer and a Conditions of Funding form which we ask you to sign and we may stipulate some conditions. Once we have received your acceptance you will receive your funding, together with an Acquittal form. You must return the Acquittal form with all relevant information at the completion of the project.

## What Happens Afterwards?

Once the sponsorship term or activity has finished, we need to hear from you. You will need to provide proof/evidence of your sponsorship outcomes and a sponsorship report 30 days following the completion of the sponsored event or activity. Proof/evidence can include but is not limited to: Photos, Fliers or Media Articles. Any unused funds must be returned. If your activity has not been completed in the proposed time that you stated, you need to let us know. Extensions may be granted and we may be able to assist you if there are difficulties.

## Important Information On The Goods And Services Tax

The following guidelines are provided to help organisations understand the GST. Under the new Federal Legislation relating to the Goods and Services Tax (GST), financial assistance received by an organisation may be subject to GST.

- **Organisations that have an Australian Business Number (ABN) and are registered for the GST:** will be liable to pay GST on any financial assistance received from the City of Cockburn, to the Australian Taxation Office (ATO). In this case, the Council will provide a “cashed-up” amount, i.e. it will include an additional 10% for the GST. For example, if an organisation applies for financial assistance of \$1,000 and Council approves it, they will receive \$1,100.
- **Organisations that have an Australian Business Number (ABN) and are not registered for the GST:** will not be liable to pay GST on any financial assistance received from the City of Cockburn, to the Australian Taxation Office (ATO). In this case the Council will not “cash-up” the financial assistance amount.
- **Organisations that do not have an Australian Business Number (ABN) and are not registered for the GST:** will not be liable to pay GST on any financial assistance received from the City of Cockburn, if they can provide proof that their organisation is not required to have an ABN (please complete the “Statement by a Supplier” form which is available from the Australian Taxation Office). If this is not provided, the organisation may have 48.5% of their financial assistance payment withheld by the City of Cockburn, which is then payable to the Australian Taxation Office.

## Contact:

Grants & Research  
Officer  
Ph: 9411 3583  
E:  
communitygrants@  
cockburn.wa.gov.au

## Have You Filled In All The Bits?

- Relevant Officer
- Serve City of Cockburn Residents
- Meet Selection Criteria
- Community Support
- Addressed all Questions
- Signed Declaration

## Where Do You Submit Your Application?

### In Person:

Manager Community Services  
City of Cockburn  
9 Coleville Crescent  
Spearwood WA 6163

### By Mail:

Manager Community Services  
City of Cockburn  
PO Box 1215  
Bibra Lake DC WA  
6965

### By Email:

Manager Community Services  
communitygrants@  
cockburn.wa.gov.au

## Remember:

We want to be able to help you. Before you start your application, get in contact with us first to discuss it. We may be able to make your application stronger, suggest some other funding sources and link you with some other Council officers or community people who can help and be able streamline your application.

We are here to help.