BACKGROUND
Alice Springs Town Council receives numerous requests each year for sponsorship or grants to support a broad array of potential recipients.

Some requests can be met through Alice Springs Town Council’s Community Development, Community Assistance, Youth Development and Araluen Access Grants http://www.alicesprings.nt.gov.au/services/community-grants

Other requests may necessitate significantly larger amounts of financial and/or in kind support. Many Alice Springs events/projects could not progress without the support of Council and therefore Council must establish whether the event/project can demonstrate a benefit to the local community, Alice Springs Town Council and the Alice Springs image of Central Australia.

WHO CAN APPLY?
In order to be eligible for Event/Project Sponsorship from Alice Springs Town Council, you or your organisation must satisfy the following criteria:

- Stage the event/project within the Alice Springs municipality (unless the demonstrated benefits are primarily to the Alice Springs community);
- Have appropriate public liability insurance (minimum $10million);
- Have satisfactorily acquitted all previous Council grants

EXCEPTIONS:
- Recipients of any other financial or other type of assistance from Council in that financial year
- An activity that has already occurred or that will occur prior to the time-frame provided
- Organisations raising funds on behalf of another group which is itself the recipient of financial assistance from Council in that financial year
- Projects or organisations which have not satisfactorily acquitted previous Alice Springs Town Council sponsorships
- Organisations involved in the manufacture, distribution and wholesaling of tobacco and tobacco related products
- Organisations involved in the manufacture, distribution and wholesaling of pornography related products
- Organisations whose services or products are injurious to health, or are perceived to be in conflict with Council's policies and responsibilities to the community
- Political organisations
- Religious activities
- Activity that occurs on a premises licensed for gambling other than for strictly charitable or community activities
In Kind and/or Cash Support

General Funding Conditions & Guidelines

- Representation by organisations/individuals of sporting clubs at interstate/overseas competitions
- Organisations based outside the Municipal boundaries of Alice Springs (unless the demonstrated benefits are primarily to the Alice Springs community)
- Ongoing operational expenses
- Alcohol related sponsorship may be accepted providing such sponsorship is not directly linked to activities, assets, facilities, programs or services for young people under the age of eighteen years
- Council will not support sponsorship applications from individual schools for any projects. However, joint applications from multiple schools for activities to the general benefit of youth maybe considered
- Council will not usually sponsor a meeting, convention or incentive except where the event is particularly pertinent and valuable to Alice Springs interests
- Council will not sponsor the development and/or implementation of Traffic Management Plans
- Council will not consider any applications except on the designated form
- Fundraising or commercial activities
- Council will not usually fund retrospectively

COUNCIL SERVICES & INFRASTRUCTURE SUPPORT:
Alice Springs Town Council receives numerous requests from event organisers for logistical support. This can include support in the following areas:
- Signage
- Street cleaning
- Wheelie bin delivery, removal and cleaning
- General event/project advice
- Chair hire
- Cinema package hire
- Ablution facility hire
- Grandstand hire

Sporting Events
Sport is supported by Alice Springs Town Council through its normal operations, maintenance, upkeep, provision of facilities and through the Sports Facilities Advisory Committee and other associated funding. Applications for sponsorship by sporting organisations outside of this would generally not be supported.

In kind support for sporting events is limited to:
- Sporting facilities and ground preparation
- Rubbish bin provision and collection
- Sport and recreation officers wages pertaining to specific events (if applicable)
- Sports facilities hire fee waivers
Calculation of Value of Requested Donation or Sponsorship

In assessing requests for in kind support or sponsorship, or a combination of both, then the value of the in kind request will be calculated. Please list all Council services your event requires in the application for event sponsorship form under ‘the amount of support you are seeking from Council’ section, so that the full cost of the request (including calculated value of any in kind component) will be considered.

HOW TO APPLY:

Applications for sponsorship must be submitted on the event sponsorship application form no less than 3 months prior to the actual event/project and marked to the Community Projects Officer. Forms will be available from Council’s website at http://www.alicesprings.nt.gov.au or via the Community Projects Officer.

Where applicable, applications should include the following supporting documentation:

- Financial statements for the past year
- Event/project budget
- Certificate of Currency for Public Liability Insurance (minimum $10million)
- Preliminary Risk Management Assessment
- Proposed program and publicity strategy

Any applications submitted less than three months prior to the event/project start may not be considered.

Evaluation of all applications will be undertaken by either the CEO or the Tourism, Events & Promotions Advisory Committee with recommendations made and forwarded for a Council resolution. Please allow at least six weeks for the committee to review your application. You will be contacted should any further information be required.

All enquiries and applications are to be forwarded to:

Alice Springs Town Council
Community Projects Officer
PO Box 1071
Alice Springs
NT 0870

Phone: 8950 0505 or 0428197223
Email: astc@astc.nt.gov.au
ASSESSMENT PROCESS:
Applicants will be advised verbally and in writing of Council’s decision and advised of the subsequent next steps should you be successful in receiving sponsorship. Please note that Council’s decision is final.

FUNDING AGREEMENT:
Successful applicants will be required to sign and comply with the sponsorship agreement along with general funding conditions and guidelines outlined.

In addition successful applicants will need to submit a tax invoice for the approved amount and a detailed risk assessment for the event no less than six weeks prior for payment of sponsorship monies. Failure to comply may require the applicant to reimburse Council the amount paid to them.

Where possible the 10% local preference rule according to Council’s Procurement Policy is applicable when comparing price and best value of purchases.

A sponsorship report is a mandatory process of gaining support from Council for your activity or event. The expectation is that a report will be submitted to Council within one month of your event concluding.

The Community Projects Officer will act as a liaison for the upcoming event/project and is to be advised if there are any changes not outlined in the original application.

COMPANION CARD PROGRAM

A companion is any person who accompanies a card holder for the purpose of providing significant attendant care support.

Events and projects who receive sponsorship or in kind support from Alice Springs Town Council must register for the companion card program to continue to receive support from council.
In Kind and/or Cash Support
General Funding Conditions & Guidelines

SPONSORSHIP ACKNOWLEDGEMENT & APPROPRIATE RECOGNITION

The Council will publish in relevant media advice of successful sponsorship applicants.

As part of Alice Springs Town Council’s sponsorship it is paramount that the community, specifically the ratepayers are made aware by the recipient that the event/project has been supported by the Alice Springs Town Council and provision of public monies.

To ensure that there is appropriate recognition for Council sponsorships, whether financial or in kind support all successful applicants are required to acknowledge Alice Springs Town Council’s contribution to the event.

The Alice Springs Town Council logo and guidelines will be provided on sponsorship approval and a proof from the event organisers must be provided to the Alice Springs Town Council for approval prior to production.

The following levels are provided to assist recipients in providing appropriate recognition for Alice Springs Town Council’s financial or in kind support.

**Level 1: $0 to $999**
- Promote event/project on Alice Springs Town Council’s community calendar
- Acknowledge Alice Springs Town Council’s contribution in all advertising and promotional material associated with event/project with Council’s logo appropriately placed in a prominent position

**Level 2: $1000 to $2000**
- Promote event/project on Alice Springs Town Council’s community calendar
- Acknowledge Alice Springs Town Council’s contribution in all advertising and promotional material associated with event/project with Council’s logo appropriately placed in a prominent position
- Provide an opportunity for the Alice Springs Town Council Mayor or representative to speak at the event and include Alice Springs Town Council in all sponsor invitations

**Level 3: $2000 to $4999**
- Promote event/project on Alice Springs Town Council’s community calendar
- Acknowledge Alice Springs Town Council’s contribution in all advertising and promotional material associated with event/project with Council’s logo appropriately placed in a prominent position
- Display ‘proudly supported by Alice Springs Town Council’ banner at event
- Provide an opportunity for the Alice Springs Town Council Mayor or representative to speak at the event and include Alice Springs Town Council in all sponsor invitations.
In Kind and/or Cash Support
General Funding Conditions & Guidelines

- Invite Alice Springs Town Council Mayor or a representative to attend with partner as guests to the event.

**Level 4: $5000 and above**
- Promote event/project on Alice Springs Town Council’s community calendar
- Acknowledge Alice Springs Town Council’s contribution in all advertising and promotional material associated with event/project with Council’s logo appropriately placed in a prominent position
- Display ‘proudly supported by Alice Springs Town Council’ banner at event
- Provide an opportunity for the Alice Springs Town Council Mayor or representative to speak at the event and include Alice Springs Town Council in all sponsor invitations.
- Invite Alice Springs Town Council Mayor and Councillors to attend with partners as guests to the event
- Ticketed events should be supplied with up to six complementary tickets.