

Document Control	
Policy Title	Sponsorship Policy
Policy Number	
Function	Local Development & Community Events
Responsible Position	Local Development Officers
Supersedes	<i>Separated From</i> – Community Grants, Non-Financial Assistance & Sponsorship Policy
Review Date	August 2026

Version	Date Endorsed at ELT Briefing	Council Meeting Date (Date of Adoption / Review)	Resolution Number
1	N/A	Adoption: 28 August 2025 Review: August 2026	Resolution No. OM/08.2025/48
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1. Purpose

The purpose of this policy is to define how Council provides outgoing sponsorship to community initiatives and receives incoming sponsorship for Council-led events in a fair, transparent and mutually beneficial manner.

2. Scope

Council aims to support events and programs that:

- Enhance community wellbeing and liveability through social connections, active opportunities, and accessible spaces.
- Drive economic development and attract residents to the region.
- Promote financial sustainability for community organisations.
- Encourage partnerships and long-term planning.
- Protect and enhance the region's natural assets.

3. Statement

Funding Allocation

Council allocates a fixed budget for Sponsorship requests based on the following governing principles:

- Transparency: Open and fair assessment process.

- Accessibility: Equal opportunity for all eligible applicants.
- Accountability: Clear guidelines and compliance measures.

Eligibility Criteria

To be eligible, organisations must:

- Be a local not-for-profit entity whose services and programs directly benefit and/or support the residents of the Maranoa region; or
- Be a local group, whose services and programs directly benefit and/or support the residents of the Maranoa region, that is auspiced by a not-for-profit legal entity; or
- Be a not-for-profit entity based outside the Maranoa region which can demonstrate that the project / activity is being delivered within the Maranoa region and provides direct benefit to the residents of the Maranoa region; or
- Be a commercial entity which can clearly demonstrate that the event or activity will directly benefit the community or communities within the Maranoa region.
- Have met acquittal conditions for any previous Council funding.
- Have appropriate insurance/s and adhere to sound Workplace Health and Safety practices.

Ineligible applicants and activities include, but are not limited to:

- Applications whereby Council funds will be donated to another cause (e.g. charity events).
- Organisations formed under the umbrella of a political party or that may have an affiliation with a political party.
- Private individuals where the event, program or activity is of a private or personal nature.
- Activities, events or programs that contravene Council's existing policies or do not align with Council's strategic direction.
- Organisations which have the capacity to self-fund the project/event, unless they can clearly demonstrate a compelling reason for applying for Council funding despite having the capacity to fund it themselves.
- Events, programs or activities which are scheduled to occur prior to the funding round closing date or during the associated assessment and approval period.
- Reimbursement of money already expended or activities which have commenced prior to funding being approved.
- Applications which fund:
 - Wages or salaries for staff.
 - Catering (e.g. food, drinks, refreshments).
 - Recurrent costs with day-to-day operations of a community group.
 - Retrospective funding.
 - Equipment or other expenditure that is personal or of personal gain.
 - Part of or all Council rates.
 - Items that would otherwise be funded by Government bodies.

Application

- Please complete the Sponsorship Request application form and provide any necessary documentation, including the Public Liability Insurance certificate.

OUTGOING SPONSORSHIP

Council offers sponsorship to support events that deliver cultural, social and economic benefits across the region. Sponsorship requests must clearly outline the purpose, expected outcomes and benefit to the Maranoa community.

Category	Aim	Funding
Signature Sponsor	Support large-scale events (2000+ attendees), running over one or multiple days, attracting visitors from outside the region and creating significant community and economic impact.	\$5,000 +

Please note, if you are requesting funding up to \$2,000 to support your event, please refer to the **Events Assistance Program** found within the Community Grants and Events Assistance Policy.

Important note: Council expects sponsorship requests above \$5,000 to demonstrate a clear return on investment for the Maranoa region. This includes tangible results as increased visitation, economic benefit, tourism exposure, regional promotion, or lasting community outcomes.

Funding Rounds

Quarterly rounds closing 31 January, 30 April, 31 July and 31 October.

Allocation Cap

Organisations may submit multiple applications across different rounds, however, only one will be approved within the financial year unless otherwise resolved by Council.

Assessment Process

- Reviewed by Council Officer after each round.
- Eligible applications are forwarded to the next available Ordinary Council Meeting for final decision.
- Applicants notified in writing of the outcome within six weeks of the closing date.
- Successful applicants must invoice Council and include details on how sponsorship will be acknowledged in promotions.

Acknowledgement Requirements

Successful applicants must acknowledge Council's support through one or more of the following:

- Inclusion of Maranoa Regional Council logo on promotional materials.
- Verbal acknowledgement during the event.

- Invitation to Mayor and Councillors to attend and/or speak during the event.
- Social media or newsletter mentions.
- Signage or banners (where provided by Council).

Event changes or cancellations

If the approved event does not proceed, Council must be notified in writing as soon as possible. Funds may need to be returned or reallocated through written agreement.

INCOMING SPONSORSHIP (Council-led events)

Council encourages contributions from businesses and organisations to help fund its own events, such as the Maranoa Christmas Street Party, tourism promotions and community celebrations.

Principles for incoming sponsorship

- Aligns with Council's strategic goals.
- Transparent and equitable partner selection.
- Clearly defined mutual benefits.

Example of sponsorship tiers that may be proposed

Tier	Inclusions	Amount
Platinum Sponsor	<ul style="list-style-type: none"> • Prominent positioning of logo in advertising across all official event promotion platforms, including flyers, posters and social media. • Opportunity to display banner or promotional material at the event. • Verbal recognition of your support at the opening. • Acknowledgement of support throughout the event by the MC. • Inclusion in post-event 'thank you' advertisement. 	\$5,000
Gold Sponsor	<ul style="list-style-type: none"> • Logo featured in advertising across all official event promotion platforms, including flyers, posters and social media. • Verbal recognition of your support at the opening. • Acknowledgement of support throughout event by MC. • Inclusion in post-event 'thank you' advertisement. 	\$2,000
Silver Sponsor	<ul style="list-style-type: none"> • Logo featured in advertising across all official event promotion platforms, including flyers, posters and social media. • Acknowledgement of support throughout the event by the MC. 	\$1,000

	<ul style="list-style-type: none"> Inclusion in post-event 'thank you' advertisement. 	
Bronze Sponsor	<ul style="list-style-type: none"> Advertising across all official event promotional material. Inclusion in post-event 'thank you' advertisement. 	\$500

Process

- Council issues a Sponsorship Prospectus detailing event opportunity.
- Interested sponsors submit a proposal outlining:
 - Sponsorship desired and amount.
 - Proposed benefits (e.g. logo, stall, speaking opportunity).
 - Mutually agreed reporting and acknowledgement.
- Council evaluates proposals based on strategic alignment, audience reach and return for Council.
- Sponsorship agreements are formalised, outlining:
 - Sponsor benefits and obligations.
 - Acknowledgement requirements.
 - Reporting / acquittal expectations.
- Delegation:** If Council staff wish to approach businesses with a sponsorship request, the CEO must be informed of any requested sponsorship amount prior to contact.

4. Definitions

Acquittal	Accurately reporting on the funded activities and the expenditure of the funding to ensure funding has been used for the intended purpose on the funding application and to demonstrate the terms of the funding agreement have been met.
Applicant	An individual or organisation or group applying for assistance from Council.
Assessment Criteria	Criteria that has been developed for assessing applications received and guiding funding distribution.
Auspecting	<p>Where an organisation takes responsibility for ensuring the funds are used as specified in the grant allocation.</p> <p>An auspecting organisation will be responsible for:</p> <ul style="list-style-type: none"> The receipt, banking and administration for all monies; Project monitoring and completion; Ensuring the application acquits the funding within the allocated timeframe; and <p>Sign off on the acquittal form.</p>
Community Organisation	Means an entity that carries out activities for a public purpose or an entity whose primary object is not directed at making a profit.
Council	Maranoa Regional Council
Councillors	Individual elected representative (Mayor and Councillors)

Events Assistance Program	A funding stream providing up to \$2,000 to support eligible local and regional events that contribute to community life and generate social or economic benefits within the Maranoa region. Offered in four funding rounds per year.
Fees and Charges Waiver	Means the provision of any facility, application or service that would normally attract a fee as determined by Council's fees and charges structure.
Financial Assistance	Means the provision of cash or the payment of goods and services on the applicants behalf.
In-Kind Assistance	Provision of Council labour, plant or equipment to assist with a project and/or event at no charge to a community organisation.
Not-for-profit	A not-for-profit entity is an organisation that does not operate for profit or direct / indirect gains of its individual members, but with the primary purpose of providing services to the community.
Project	Means a service, event, activity or equipment purchase for which an organisation might seek assistance.
Public Benefit	Means the extent to which the community will be enhanced through funding the delivery of perceived benefits (Social, educational, economic, environmental, cultural, and sport and recreation) or proposed projects and activities, having regard to competing interests and/or priorities.
Return on Investment	The measurable benefits a funded project or event brings to the Maranoa region. ROI may include increased visitation, local spend, tourism promotion, community engagement, or other tangible social and economic outcomes.
Sponsorship	A financial contribution provided by Council to support events or initiatives that align with regional priorities and deliver public benefit. Sponsorship differs from grants in that it often involves promotional opportunities or branding for Council in exchange for the contribution.

5. Related Policies and Legislation

This policy refers to:

Local Government Act 2009

Local Government Regulation 2012

Local Government Finance Standard 2005

Guidelines for Local Government Administration of Community Grants October 2009