

# Events Sponsorship Policy

## Funding and Resource Support



Examples below of what Council will consider support for:

- ✓ Hire of halls and facilities fees (excluding application fees).
- ✓ Entertainment – audio/visual equipment.
- ✓ Marketing – advertising, social media campaigns, promotional material, event signage.
- ✓ Infrastructure – stage hire, marquees, temporary fencing, tables, chairs, portable fans or heaters, portable lighting, portable toilets.
- ✓ Event recording – photography, videography.
- ✓ Security – for the engagement of security services.
- ✓ Traffic management – for the engagement of traffic control services, traffic control plan.
- ✓ Waste management – for the engagement of waste management services, wash trailer, water station, signage.
- ✓ Temporary Banner installations – Tweed Heads and Murwillumbah
- ✓ The provision of resources or services of Council, when operationally possible, eg. water station, traffic cones, road barriers, star pickets.

Council will not consider support for applications that are:

- ✗ Not completed in full and on time.
- ✗ Subject to litigation.
- ✗ Reliant solely on recurrent funding from Council.
- ✗ In contravention to existing Council Policy.
- ✗ Held retrospectively.
- ✗ Submitted by State or Federal Government organisations, however may consider event organisers that are supported by State or Federal Government organisations.
- ✗ Specifically for fundraising for donations and charities.
- ✗ Related to the purchase of gifts, prizes and trophies.
- ✗ Private functions.
- ✗ For general operating costs not directly related to the delivery of the event.
- ✗ For projects that duplicate existing services or programs.
- ✗ For interstate or international travel costs.
- ✗ For projects that support overtly political activities or activities that could be perceived as benefitting a political party or political campaign.
- ✗ For projects that support activities that could be perceived as divisive within the community.
- ✗ For events held for members of the community organisation exclusively.
- ✗ For projects, events or activities outside the boundaries of Tweed Shire Council.
- ✗ Requesting support from Council for resources or services that Council must procure from outside organisations. As a general rule this includes anything that is not core Council business.