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SPONSORSHIP AND DONATION GUIDELINES

For Wodonga Council, sponsorships and donations involve providing funds or in-kind support to an initiative, project, event or communication.

**Donation** is when the council provides funds or in-kind support to an initiative, project, event or communication which aims to improve the city for residents and visitors, with no specified benefits.

**Sponsorship** is when the council has an arrangement with an organisation or individual to provide funds or in-kind support to an initiative, project, event or communication which aims to improve the city for residents and visitors, in return for specified benefits.

Benefits may include, but are not limited to the following.

- Strong engagement opportunities enabling the council to connect with its community in a meaningful and relevant way that would not be possible without sponsorship.
- Acknowledgement of Wodonga’s Council’s sponsorship via the advertising and marketing undertaken.
- In the case of an event, an invitation to key representatives at the council to attend and verbal acknowledgment of Wodonga Council’s support on the event day.

The council will only pursue sponsorship opportunities that clearly deliver one or more of the following outcomes.

- Provide opportunities to drive social, environmental, cultural and economic outcomes in the Wodonga municipality.
- Help address an issue affecting the Wodonga community.
- Provide potential to generate revenue through attracting visitors/participants outside of the Wodonga municipality.
- Enhance the profile and appeal of Wodonga.
WHAT YOU NEED TO KNOW

- Applicants should be aware that requests for sponsorship and donations are competitive and funding cannot be guaranteed.
- Successful applicants cannot be guaranteed continual funding.
- Funding is only provided for the purpose for which it has been granted.
- Applicants can only apply for funding once a year.
- Applications for sponsorship or donation can take anywhere between two to eight weeks to consider and process. All applications must be submitted at least one month prior to a proposed event or project start date.
- Where the council is unable to provide sponsorship or a donation, applicants will be notified by phone and email.

SUBMITTING YOUR APPLICATION

Applications seeking sponsorship or donations can be made at any time during the year. PLEASE NOTE: Funding can take up to eight weeks to be approved and processed.

All applicants MUST contact the Executive Services Officer prior to starting the application process.

This will ensure you are applying in the correct category and that you clearly understand the guidelines.

Please call the Executive Services Officer on (02) 6022 9265.
ELIGIBILITY GUIDELINES

WHO IS ELIGIBLE TO APPLY?

Community groups, businesses, organisations or interest groups in the community who have an initiative, project, event or communication which has demonstrated support and which will be able to be used by the wider community are eligible to apply for sponsorship or donation from the council.

WHO IS NOT ELIGIBLE TO APPLY?

Organisations and activities that will not be considered for sponsorship or donations by the council include those:

- May be construed as offensive or discriminatory;
- Could be detrimental to public health, safety or the environment;
- Promote or encourage smoking, alcohol, gambling or any substance abuse;
- Are linked to contentious issues and may present a reputation risk;
- Are religious groups, unless they are affiliated with an organisation which benefits the community as a whole;
- Have an alignment with a political group, event or campaign;
- Duplicates existing sponsorships;
- Have not honoured previous agreements;
- Are schools, government bodies or departments;
- Are an individual or group seeking support for personal interests or pursuits;
- Does not supply relevant information on how the sponsorship funds are to be spent;
• Are for operational costs (for example wages, equipment, utilities or insurances);
• Where sponsorship would otherwise be inappropriate or contrary to law;
• Where a project, event or initiative relies on ongoing funding from the council; or,
• Where the activity, event or initiative is not being delivered within the Wodonga municipality and directly supporting the local community; however, some cross-border initiatives may be considered.

IN THE CASE OF A LARGE SCALE EVENT

An event plan must be submitted with the sponsorship and donation application; and,

Proof of public liability insurance to the value of at least $10 million must be provided.

GET IN TOUCH

For more information please contact:
Executive Services Officer on (02) 6022 9265

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