

**Closing date for applications: 29 January 2019**

- All applications must be received by the closing date and will be determined in accordance with Council's Sponsorship Policy. This policy can be viewed at <http://www.shellharbour.nsw.gov.au>
- Successful and unsuccessful applicants will be notified in February 2019.

All applications to be submitted to:

**The General Manager**  
**Shellharbour City Council**  
**Locked Bag 155 Shellharbour City Centre 2529**  
**Fax: (02) 4221 6016**  
**[or email: council@shellharbour.nsw.gov.au](mailto:council@shellharbour.nsw.gov.au)**

1. Name of Event: \_\_\_\_\_

2. Date of Event: \_\_\_ / \_\_\_ / \_\_\_ Start time: \_\_\_ / \_\_\_ Finish time: \_\_\_ / \_\_\_

3. Location of Event : \_\_\_\_\_

4. **Name of applicant:** \_\_\_\_\_

Postal address: \_\_\_\_\_

Contact person: \_\_\_\_\_

Email: \_\_\_\_\_ ABN (if applicable) \_\_\_\_\_

Registered for GST? **Yes**  **No**

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

5. Essential Criteria - please tick as applicable:

- City wide event /activity \*
- Local general community event/activity
- Sporting event – state/national significance

6. Brief description of your event: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. Have all relevant Council or other statutory applications been submitted in relation to this event? Please describe. eg traffic management, waste wise plan, local approval or Development Application if required. If you require clarification, please contact Council's Events Officer on 4221 6389.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8. Who is the target audience for your event? \_\_\_\_\_

9. How many people do you expect will attend your event? \_\_\_\_\_

10. What type of sponsorship are you seeking from Shellharbour City Council: **Monetary**  **In-Kind**

Cash: Amount request \$ \_\_\_\_\_

In-kind: Please provide details \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

11. How would sponsorship from Council be used for this event? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

12. Have you applied for any other sponsorship for this event, including from Council?

**No**

**Yes** Please provide details \_\_\_\_\_

13. Have you received sponsorship from Council, or assistance through any of Council's grants programs, in the past?

**No**

**Yes** Please provide details (eg amount and year/s): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

14. What experiences do you / your organisation have in organising similar events?

*(If applicable, please also attach your organisation's Constitution or Articles of Association to this application form.)*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

15. How will your project be managed, and by whom?

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\_\_\_\_\_

\_\_\_\_\_

16. How will your event be promoted?

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17. What are the expected outcomes of this event?

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18. How do you plan to measure the success of your event?

*(Successful applicants must submit a report using Council's Sponsorship Evaluation Form within three months of the staging of their event.)*

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19. Please complete the following draft or indicative budget for your event.

Other relevant financial information can be attached if appropriate.

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<b>Expenditures</b>		
	ITEM	TOTAL COST
Venue Hire		
Catering		
Staff Internal		
Staff External hire		
Entertainment. eg. MC, performers, DJ		
Hire Equipment, eg, stalls, stage, toilets		
Sound & Lighting		
Marketing & PR		
Cleaning		
Security		
Traffic Management		
First Aid		
Other (Please list)		
<b>TOTAL EXPENDITURES</b>		

<b>Income</b>		
	ITEM	TOTAL COST
Sponsorship/ grant funding		
Entry fees/ ticket sales		
Internal Staff – in-kind		
Donations		
Rides		
<b>SUBTOTAL</b>		