



Awarding of Sponsorship Guidelines

There are three strands of granted sponsorship: financial (project/event funding), fee waiving and in kind. As part of your application, it must be identified which strand of sponsorship (or all) is required for the project.

Please note that sponsorship is very different to grant programs, as grant programs do not involve a benefit beyond modest recognition.

All granted sponsorship applicants must adhere to:

- these guidelines;
- the terms and conditions signed as part of the application process;
- the principles outlined in Council's Awarding of Sponsorship, Grants and Contributions Policy; and
- should have consistency with the ICAC Sponsorship in the Public Sector Guidelines. The ICAC Guidelines can be accessed [here](#).

Criteria:

1. Meeting Council's eligibility criteria does not guarantee sponsorship, given that Council will need to prioritise sponsorship within its available budget.
2. Sponsorship applications will open on **29 February 2024** and at close 5pm on **29 March 2024**.
3. Applications will be considered from registered not-for-profit or charity and other incorporated bodies, where in the Council's opinion, the applications demonstrate a community need which are in line with Council's Community Strategic Plan.
4. Funding will be provided for local initiatives and projects that will address at least one of the goals outlined in the [Muswellbrook Shire 2022-2032 Community Strategic Plan](#).
5. Sponsorship is not available for organisations that owe money to Muswellbrook Shire Council or have not completed a previous sponsorship acquittal.
6. Applicants must provide a current copy of their Certificate of Currency as evidence of public liability cover of at least \$20m.
7. Applications may not be submitted for events/projects that have already taken place.
8. If the sponsorship is for an event and requires development consent, approvals must be in evidence before funding will be made available.

Application:

9. Accurate cost estimates/quotes must be submitted as part of an application. For products this can be in the form of a screenshot of prices taken from a reputable source.
10. Applicants must identify and declare any actual, potential, or perceived conflict of interest (if applicable) in accordance with Council's Code of Conduct, which is available on Council's website.

Assessment:

11. Council's Grants Review Committee will review the applications and make recommendations to Council.
12. Applications will be reviewed and assessed against the following criteria:
 - a) Alignment of the application to the themes in the [Muswellbrook Shire 2022-2032 Community Strategic Plan](#).
 - b) Level of community interest and/or significance as demonstrated by the applicant.
 - c) Relevance to the Shire and/or community.
 - d) Impact and return on investment for Muswellbrook Shire Council's brand/ reputation.
13. The Grants Review Committee will also consider the following:
 - a) Council's Awarding of Sponsorship, Grants and Contributions Policy;
 - b) Sponsorship Guidelines;
 - c) ICAC Sponsorship in the Public Sector Guidelines; and
 - d) Risk Assessment.
14. Council will determine applications following consideration of advice from the Grants Review Committee and reference to the Awarding of Sponsorship, Grants and Contributions Policy and the Sponsorship Guidelines.
15. Council may offer sponsorship of less than the amount being sought by the applicant.

Notification and invoicing:

16. All applicants will be notified of the funding round outcome within 10 working days of determination and sponsorship will be payable to successful applicants on the provision of an invoice.
17. Successful applicants will be required to sign a sponsorship agreement.

Project management:

18. The sponsorship funds/fee waiver/in-kind assistance may only be used for the purpose specified in the application. Any change must be approved in writing by Council before undertaking.
19. Council reserves the right to publicise approved events/projects in any form of media.
20. Applicants will be required to acknowledge the funding provided by Council in a manner approved by Council's Communication Team in any communication about the project.
21. The successful applicant will be responsible for project management and all project costs, with all works undertaken being required to comply with Council policies <https://www.muswellbrook.nsw.gov.au/policies/>.
22. Funded events/projects must be completed within 12 months of funding.

Acknowledgement of Sponsorship:

23. The Muswellbrook Shire Council logo should always be used when funding or support is provided by Muswellbrook Shire Council.
24. The Muswellbrook Shire Council logo should be in the most prominent position and the full colour version of the logo should be used or the black or white version where legibility and accessibility is not achievable.
25. All materials must include an acknowledgement statement so that Muswellbrook Shire Council's involvement is clearly communicated.
26. Suggested acknowledgement statements include 'Proudly funded by' and 'Proudly supported by'. Statements can vary slightly depending on the context of Muswellbrook Shire Council's involvement.
27. If you have questions about use of the Muswellbrook Shire Council logo and for a digital version of the logo, please contact Council's Communications Team.

Post Project:

28. Successful applicants must submit an acquittal report to Council's General Manager by within 1 month of project completion. The report should provide evidence of how the sponsorship funds were spent and include photos (before, during and after) that showcase the outcomes of the project.