

About these Guidelines

These guidelines are for applicants seeking sponsorship for events that increase visitation to and awareness of Griffith.

About the Program

The Events Sponsorship and Promotion Guidelines provides funding for events that promote Griffith as a destination, attract visitors, stimulate economic activity and showcase the city and region. Three funding tiers reflect the scale and reach of different events, from flagship state-national events down to locally focused community events.

KEY PRINCIPLE	This program is for events that bring visitors to Griffith. If your project primarily benefits the local community without a significant visitation focus, the Community Grant Program may be more appropriate.
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Funding Tiers

Council's Event Sponsorship Program operates across three tiers based on event scale and reach. Applicants nominate the tier that best describes their event; Council may reassess the tier during evaluation.

Tier	Event reach	Maximum funding	Approval authority
Tier 1 Signature Events	State-wide or national audience; signature event on the Griffith Events calendar	Up to \$9,999	General Manager
Tier 2 Regional Drawcard Events	Attracts visitors from surrounding towns and the Riverina region	Up to \$5,000	General Manager
Tier 3 Seed Funding of new Events	Attracts visitors from surrounding towns and the Riverina region	Up to \$5,000	General Manager

Sponsorship applications that exceed \$10,000 are reported to Council for consideration and adoption.

Tier Descriptions

Tier 1 — Signature (up to \$9,999)

Tier 1 is for signature events with an established or demonstrable state or national profile that appear on the Griffith events calendar. These events are expected to draw significant visitor numbers from well beyond the Riverina region and generate measurable economic benefit for the local area.

Examples: Major agricultural shows, cultural festivals

Tier 2 — Regional Drawcard Events (up to \$5,000)

Tier 2 is for events that attract visitors from surrounding towns and the broader Riverina region, generating moderate economic benefit for local businesses and hospitality. These events are

- a) Established events in the LGA (must have run a minimum of 3 times within the last 5 years)
- b) Are recurring
- c) Target or attract overnight visitors from outside the LGA

Events in this tier may include established regional competitions, food and cultural events, or events with clear regional appeal.

Examples: Regional sporting competitions, food and wine events, regional arts festivals

Tier 3 — Seed Funding (up to \$5,000)

Tier 3 is for providing support for new events in the Griffith LGA. These events support community connectedness and contribute to local economic activity, and may attract visitors from immediately surrounding areas. These events are

- a) New (never run before)
- b) Within their first 3 years in Griffith LGA
- c) Returning to Griffith LGA for the first time in over 10 years

Examples: Local cultural celebrations, street festivals, community sporting events

Who Can Apply?

All applicants must be:

✓	Based in, affiliated with, or servicing clients within the Griffith LGA
✓	Insured (or auspiced by an insured body)
✓	Applying only once per financial year
✓	Able to demonstrate stakeholder financial involvement in the event

Assessment Criteria

All applications are assessed by the Tourism Staff Assessment Panel against the following criteria. Applications are evaluated against the criteria for the nominated tier.

#	Criterion	What assessors look for
1	Visitation impact	Does the event attract visitors from outside Griffith? How many, from how far, and at what tier of reach?
2	Awareness of Griffith	Does the event promote Griffith's profile as a destination at local, regional, state or national level?
3	Stakeholder co-investment	Has the organiser secured financial support from other sources — sponsors, entry fees, merchandise, food or liquor?
4	Economic benefit	What is the projected economic impact on Griffith businesses, accommodation and hospitality?
5	New or growing event	Is this a new event or one with growth potential for the nominated tier?
6	Self-sustainability potential	Can the event generate its own revenue through gate, entry fees, merchandise or food/liquor?
7	Risk management	Is the event well-managed and does it pose low risk to Council or the public?
8	Marketing	Project a positive image of Griffith

How to Apply

Before you apply

- Identify the tier that best describes your event's scale and reach
- Confirm your organisation type meets the eligibility requirements
- Prepare a full event budget showing all income sources and expenditure
- Secure evidence of stakeholder co-investment before applying
- Ensure any previous acquittal has been submitted

What to include

- Complete all elements as required in the application form



Submitting your application

Applicants may receive funding from no more than one program each financial year. The pool available for each program will be dependent upon the budget allocated within the delivery program.

1. Griffith City Council will advertise applications for funding via the City's website and any other means considered appropriate prior to the commencement of each financial year.
2. Applications must be made via the on-line application form
3. Ensure you provide all necessary supporting documentation as the assessment panel will determine suitable projects solely upon what has been provided in the application.
4. Submitting an application does not guarantee funding and the assessment panel may recommend partial or no funding. The assessment panel will assess applications against the criteria specified in these guidelines and the Financial Assistance Policy, and make a recommendation for consideration
5. In some circumstances, additional information may be required by staff via phone or email

If you are successful

Marketing Approval

The inclusion of Griffith City Council and Visit Griffith logos to appear under Sponsorship Support

Where possible the following statement should be included: "This event is proudly supported by Griffith City Council / Visit Griffith"

Under no circumstances can any logos be edited without prior consent of Griffith City Council / Tourism Team staff

Before finalising any promotional materials (digital or print), recipients must submit their event marketing plan (advertising schedule and communications strategy) to the Tourism Team for approval, and provide proofs of all materials before printing.

Acquittal

An assessment and acquittal report must be submitted to the Tourism Team within 30 days of the event's completion. Failure to submit will result in ineligibility for future funding.



The acquittal must include:

- Final financial statements for the event
- Actual attendance figures and evidence of visitor origin
- Copies of promotional materials produced
- An assessment of the event's outcomes against the program objectives and tier criteria

Related Documents

Community Investment Policy CC-CP-600