



Shire of  
**CARNARVON**  
catch a *taste* of the great life



# outgoing Sponsorship Program Guidelines



## What is the Outgoing Sponsorship Program?

The Outgoing Sponsorship Program by the Shire of Carnarvon is designed to provide funding support to community organisations and events that align with the Shire's Strategic Community Plan. This program aims to facilitate sponsorships for a diverse range of events and programs, raising the profile of the Shire of Carnarvon.

We seek to support initiatives that:

- Generate economic benefits for the Shire; or
- Foster community celebration, development, and engagement.

By participating in this program, the Shire strategically invests in sponsorships that promote economic growth and enhance community well-being. Additionally, this initiative aims to elevate the reputation and visibility of Carnarvon through effective marketing.

## Funding Tiers and Recognition Requirements

### Up to \$10,000 Funding and In-kind Sponsorship

This tier is for community organisations or events that significantly attract competitors or visitors to the Carnarvon region. In exchange for this sponsorship, we ask for the following acknowledgments:

- Recognition as 'Major Sponsor'
- Prominent placement of the Shire of Carnarvon logo on marketing materials (posters, flyers, banners, websites)
- Display of Shire-provided signage during the event or program
- Inclusion of our logo in print and media advertising
- Custom printed event signage and promotional items (e.g., merchandise) featuring our logo
- Mention of the Shire in radio or television advertising
- Recognition in all press releases and media coverage
- Verbal acknowledgment of our support during event opening/closing ceremonies or speeches
- Inclusion in event programs or schedules
- Social media mentions and tags highlighting our sponsorship
- Opportunity for our representatives to attend and speak at key event functions

### Up to \$5,000 Funding and In-kind Sponsorship

This tier is designed for community organisations and events that enhance the liveability of Carnarvon while attracting competitors and/or spectators. In return for this sponsorship, we request the following acknowledgments:

- Recognition as 'Sponsor'
- Inclusion of our logo on promotional materials (flyers, brochures, event websites)
- Display of Shire-provided signage during the event or program
- Mention of the Shire in event-related communications and social media posts
- Verbal acknowledgment of our support during event opening/closing ceremonies or speeches

- Social media mentions and tags highlighting our sponsorship
- Opportunity for our representatives to attend and speak at key event functions

## Applicant Eligibility

The Shire of Carnarvon welcomes applications for sponsorship that meet the following criteria:

- Events or programs must align with the Shire of Carnarvon's Strategic Community Plan.
- Applicants must be free of debt with the Shire of Carnarvon.
- Applicants must have relevant public liability insurance coverage.
- Applicants must adhere to all statutory requirements for delivering events or programs.
- Events or programs must be delivered to a high standard within 12 months of approval to ensure timely implementation and impact.

## Ineligible Applicants

The Shire of Carnarvon will not enter into sponsorship agreements with the following:

- Individuals
- Commonwealth or State Government Departments
- Political Parties
- Any applicant that the Shire considers supporting, promoting, or facilitating violence, intolerance, or discrimination.
- Employees or elected members of the Shire, or their immediate family. However, this does not include applications from organisations in which an employee, elected member, or their immediate family member may be part.
- Any applicant with outstanding debts to the Shire.
- Any applicant who is in legal conflict with the Shire.



- Any applicant that has failed to provide satisfactory acquittal reporting for any previous Shire funding.
- Any applicant that has already received Shire funding (including in-kind) for the same project or event within the same financial year.
- Any applicant that has already applied for Shire funding (including in-kind) for the same project or event within the same financial year and been refused.
- Any applicant that conducts, or has conducted, themselves in a manner the Shire considers injurious or prejudicial to the character or interests of the Shire.
- Any organisation that attempts to lobby, influence, or canvass the decision-making process of Council Members, their families, or Shire employees will have their expression of interest rejected. The integrity of the sponsorship process must be maintained by all parties.

## Submission Timeframe

Organisations interested in applying for funding through the Community Growth Fund are invited to submit their applications once per financial year. Please note that applications submitted outside the scheduled rounds will not be considered.

| Opening Date | Closing Date | Applicants notified of outcome         |
|--------------|--------------|--|
| 1 June       | 28 June      | After the Council endorses the budget. |

## Accountability and Reporting Requirements

Organisations applying for funding must adhere to the following requirements:

- Sign and accept the Funding Agreement, including all stated terms and conditions.
- Do not start the proposed project until the Funding Agreement is fully accepted.
- Submit a Tax Invoice to the Shire to request payment release according to the Funding Agreement terms once Purchase Order has been provided.
- Provide an Acquittal by the specified date in the Funding Agreement, including:
  - Proof of acknowledgment of the Shire’s contribution as detailed in the Funding Tiers and Recognition Requirements section of these guidelines.
  - Documentation showing the event or program outcomes resulting from the funding.

## Acquittal Process

After your funded event or program concludes, you will be required to complete a detailed report outlining the marketing efforts and the outcomes achieved. Submission of this report is essential for maintaining eligibility for future funding opportunities. Failure to provide this report will result in ineligibility to apply for additional funding.

## How to apply?

Applications can be submitted through the Shire’s online grants portal before 5.00pm on the closing date or by completing the application form which is available on the Shire’s website at <https://www.carnarvon.wa.gov.au/community/events/grants-funding/community-growth-fund.aspx>



If you need assistance with the online applications, please contact the Shire's Community and Cultural Development department on (08) 9941 0000 or email [shire@carnarvon.wa.gov.au](mailto:shire@carnarvon.wa.gov.au)

Please note the following:

- An organisation may only submit one application per round of the funding program.
- The level of assistance available through the Community Funding Programs is limited by Council's budget allocation for the financial year. No applicant can be guaranteed funding, nor can any applicant be guaranteed to receive the full amount requested.

