



The Barossa Council



EVENTS SPONSORSHIP FRAMEWORK



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Events Sponsorship Framework

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1. Introduction

Purpose

This document sets out The Barossa Council's clear approach and process when considering providing financial sponsorship to events. Any financial assistance considered by Council will be for events that align strongly with Council strategic plans and directions (see below).

The Barossa Council is committed to supporting and hosting events that align with community well-being outcomes, promote inclusivity, and celebrate connection while furthering economic growth and sustainability.

Scope

Applicable to any event organiser seeking financial support from The Barossa Council.

Atop of any financial assistance that Council may provide to support events, it should be noted that Council also usually provides "in-kind" services, where required of the event, such as road closure management and advertising, waste services and event promotion.

2. Definitions

- **Event:** A planned occurrence that has a specific purpose and is aimed at a defined target audience
- **Sponsorship:** Financial support provided by Council
- **In-Kind:** Support services provided by Council for the event (e.g. promotional services, waste management).
- **Sponsorship Agreement:** The Agreement between Council and the Event Organiser which sets out financial sponsorship being provided by Council for the event and the conditions of which the support is provided.

3. Strategic Alignment & Objectives

Events seeking financial sponsorship must clearly align with one or more of the following:

- Strategic outcomes of the "Barossa Community Plan 2024-2044".
- Strategic outcomes of the "Local Economic Development Plan 2022-2027", and works alongside the 'Wellbeing and Inclusion Strategy 2026-2030' (subject to Council adoption)

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4. Eligibility Criteria

Applicants must:

- Be legally registered entities with an ABN.
- Hold current Public Liability Insurance (\$20M+ coverage) at the time of the event.
- Clearly demonstrate alignment with Council objectives and outcomes.
- Demonstrate capacity and experience to deliver the event successfully.
- Have no outstanding compliance issues or debts with Council.
- An unincorporated organisation must be auspiced by an incorporated organisation

5. Ineligible Events

Council sponsorship will not support events or groups:

- Direct promotion of political, religious, gambling, or tobacco interests
- Involved in activities harmful to public health, environment, or ethical standards.
- That cannot demonstrate benefit to the broader community.
- Applicants who have not satisfactorily acquitted previous Council grants or who have outstanding debts to Council or who are subject to legal action.
- Events that have already been held.
- Events being held outside of The Barossa Council local government area.

6. Financial Sponsorship Funding Structure

Tier	Financial Sponsorship	Typical Event Scale
Significant Event	\$10,000 +	Events are of international, national or state significance. Likely to significantly impact the local economy (including driving high-level overnight visitation/length of stay in region) and positive social impact on local communities.
Tier 1: Major Events	\$5,001–\$10,000	Events are of state or regional significance and are likely to make high level positive impact on the local economy (including driving overnight visitation) and provide positive social impact on local communities.
Tier 2: Community Events	\$2,001 - \$5,000	Events are of regional or local significance and are likely to provide positive impact on the local economy but likely to provide higher level positive social impact on local communities.
Tier 3: Small Local Events	Up to \$2,000	Events are of local significance. Small community events.



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7. Application & Assessment Process

Application Steps (annually, indicative)

1. **Round opens:** End of May.
2. **Applications close:** By end of June.
3. **Eligibility check:** Council officers to ensure applications are compliant with eligibility criteria.
4. **Assessment:** Council officers from Economic Development Activation and Strategy and Community Development teams.
5. **Recommendations and endorsement of Council:** Council report with recommendations presented at the August Ordinary Council meeting.
6. **Notification:** event organisers notified of outcomes of Council meeting August.
7. **Sponsorship Agreement:** sponsorship agreements issued to event organisers August.

Funding Application Form

Please submit your application by completing the online form.

The funding application form is made up of eight sections as follows:

1. Applicant Details
2. Event Overview
3. Strategic Alignment
 - a. Community Wellbeing
 - b. Cultural Vitality
 - c. Economic Impact
 - d. Environmental Sustainability
 - e. Capacity Building
4. Funding Request
 - a. Cash
 - b. In-kind
5. Event Marketing
 - a. Council acknowledgement
 - b. Marketing plan (required for Significant, Tier 1 & 2 events)
6. Event Management
 - a. Event Management Plan (required for Significant, Tier 1 & 2 events)
7. Event Budget
 - a. Detailed budget
 - b. Financial statement (starting balance)
 - c. Other confirmed Funding or sponsorship
 - d. Volunteer Hours
8. Declaration & Attachments
 - a. Attach: Event Management Plan
 - b. Attach: Budget
 - c. Attach: Marketing Plan

Assessment Criteria & Weightings (Detailed):

Information contained within your Funding Application and supporting documentation will be assessed against the criteria below.

Criteria	Weight (%)	Key questions for assessment
Strategic Alignment & Objectives	40%	Does the event clearly align with Council strategic directions and objectives?
Community Benefit & Inclusivity	30%	Does the event enhance community participation, diversity, and inclusion?
Capability & Experience	20%	Can the applicant deliver the event successfully based on experience and capability?
Financial Viability & Value	10%	Is the budget realistic, and does the event provide value for money?

8. Sponsorship funding Payments

Significant, Tier 1, and Tier 2 events

Payment of financial sponsorship to approved Significant, Tier 1, and Tier 2 events will be as follows:

50% funding available to applicants on:

- Submission of Event Application with supporting documents as required
- Event Sponsorship Agreement as been returned to Council signed by the event organiser.

Applicant to provide a tax invoice for the first payment to Council after the agreement is signed and the Event Application has been submitted with all relevant supporting documentation.

Balance 50% funding available to applicants on:

- delivery of event; and
- completion of event acquittal documentation (this must be within 30 days of completion of the event).

The second invoice should be submitted after the event has been delivered along with a Post Event Evaluation and Acquittal report. This invoice will be processed once the Post Event Evaluation and Acquittal form is satisfactorily completed (assessed by the Visitor Economy & Events team) and any outstanding payments to Council have been settled.

Tier 3 Events

Payment of sponsorship funding to approved Tier 3 events will be as follows

100% funding available to applicants on:

- Submission of Event Application with supporting documents as required.
- Event Sponsorship Agreement has been returned to Council signed by the event organiser.

Applicant to provide a tax invoice for the first payment to Council after the agreement is signed and the Event Application has been submitted with all relevant supporting documentation.

9. General Terms & Conditions

- Applicants must apply through the online application form.
- Additional information must be provided to Council as and when requested and will not be accepted after the event funding round is closed.
- Successful applicants will be required to complete a Funding Agreement within the term specified. Failure to meet the conditions of the Funding Agreement will void the agreement.
- All funding must be used for the purpose as outlined in the application.
- To vary the purpose for the funds, written permission must first be obtained from Council.
- Any funding not expended by the event must be returned to Council.
- Any event that does not occur for any reason is terminated, or cannot be completed, or the event organiser becomes insolvent, may not be entitled to any or all of the funding allocation.
- The support provided by Council must be acknowledged in all publications, materials, media releases, announcements and activities relating to the event.
- Successful organisations agree to the Council using information from their event in its Annual Report and other Council publications.
- Applicants must indicate and be transparent of all other sources of funding they have sought, are seeking and/or have received in relation to the event in their budget.
- Any Council services provided to events that is over and above what has been agreed to by Council at the time of event approval (eg excessive waste removal, additional amenity cleans, site remediation fees), will be on-charged to the event organiser.

10. Monitoring, Evaluation & Reporting

Sponsored events are required to submit a post-event acquittal report (within 1-month post-event):

- Attendance & demographic information.
- Actual outcomes measured against initial objectives.
- Promotional acknowledgment evidence (photos, media coverage).
- Simplified financial acquittal (budgeted vs actual).
- Tier 3 events may provide a brief summary

11. Ethical & Compliance Standards

- All events must adhere to Council's ethical guidelines and legal requirements.
- Explicit prohibition on events promoting tobacco, gambling, unethical practices.
- Conflict-of-interest declarations required with applications.

12. Sustainability Expectations

Events must demonstrate commitment to sustainability:

- Waste minimisation and recycling.
- Use of sustainable and locally sourced products.
- Compliance with Council's sustainability objectives.

13. Transparency & Accountability

- Sponsorship allocations, decisions, and outcomes publicly disclosed via Council website, Annual Report, and meeting minutes.

14. Document Governance & Review

- Reviewed every four years or sooner if Council requirements change.
- Responsible officer clearly identified for queries and management (aligned with Event Management Lead).

Document Appendices:

- **Appendix A:** Sponsorship Application Form Template
- **Appendix B:** Assessment Rubric Template.
- **Appendix C:** Post-Event Report Template.
- **Appendix D:** Conflict of Interest Declaration Form.