

# Events & Festivals Sponsorship Program

FY 2024/25  
Application Guidelines



# Guidelines

The Events and Festivals Sponsorship Program is administered by the Adelaide Economic Development Agency (AEDA), a subsidiary of the City of Adelaide (CoA).

The purpose of the program is to provide financial support to eligible groups and organisations to assist in the staging of medium and major events and festivals that create a vibrant and dynamic city experience and support the outcomes of the CoA Strategic Plan 2024-2028 and AEDA Business Plan FY 2023/24.

AEDA invests in an annual calendar of events and festivals, on behalf of CoA, to drive visitation, spend and support for local businesses as well as increase the profile of the city and North Adelaide as a tourist destination. The calendar includes a mix of arts, culture, music, sport and food and wine events held throughout the year.

**Before commencing an application via SmartyGrants, make sure you've:**

- Read these guidelines in full; and
- Contacted the Event Sponsorship and Attraction Advisor, Paula Stankiewicz, via 08 8203 7318 to discuss your application.

Applicants are encouraged to refer to the following documents prior to applying:

- [City of Adelaide Strategic Plan 2024-2028](#)
- [Adelaide Events Guidelines](#)
- [AEDA Business Plan FY 2023/24](#)
- [Sustainable Event Guidelines](#)
- [STRETCH Reconciliation Action Plan](#)

## What these guidelines cover

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## What type of event/festival might be funded?

AEDA and CoA are calling for sponsorship funding applications for events and festivals that bring vibrancy, visitation and economic benefit to the CBD and North Adelaide.

Organisations planning a public facing event/festival within the CoA boundary are invited to apply.

This is the only opportunity to apply for sponsorship funding for events and festivals held between 1 July 2024 and 30 June 2025.

The peak event period is October – March. Events/festivals that are held in the off-peak period are viewed more favourably.

Biennial events, currently in their off-year, are also permitted to apply for funding at this time.

Adelaide Economic Development Agency acknowledges the traditional Country of the Kaurna people of the Adelaide Plains and pays respect to Elders past, present and emerging. We recognise and respect their cultural heritage, beliefs and relationship with the land. We acknowledge that they are of continuing importance to the Kaurna people living today. We extend that respect to other Aboriginal Language Groups and other First Nations.



## Who can apply?

Applications will be considered from:

- Not-for-profit organisations;
- Incorporated associations;
- Incorporated Aboriginal associations; or
- Companies limited by guarantee.

## What will NOT be funded?

Applications will be ineligible if any of the following apply:

- The application does not meet the identified priorities of the city as detailed in the CoA Strategic Plan 2024-2028 and AEDA Business Plan FY 2023/24;
- The primary event/festival occurs outside the CoA boundary;
- The event/festival is held online or virtually;
- The event/festival is private or invitation only;
- The funding request is for 100% of the cost to deliver the event/festival;
- The organisation operates with an ineffective management structure and is unable to manage financial and accounting requirements;
- The request duplicates an existing event/festival operating in the CoA boundary;
- The funding request contravenes an existing CoA Policy or Operating Guideline;
- The funding request is for volunteer-run events/festivals;
- The application is for an event/festival that denigrates or excludes any groups in the community;
- Event/festival safety and/or environmental hazards are identified;
- The funding request is for capital expenditure – e.g. purchase or lease of real estate, renovation, repair or maintenance of buildings or purchase of major equipment or material goods such as office furniture, computers, playground etc;

- The applicant has outstanding debts to CoA or its subsidiaries and/or incomplete acquittal reporting on previous funding awarded;
- The funding request is for reimbursement of funds already spent;
- The funding request is for training or education in government or private institutions or research activities that will be offered for assessment in such institutions;
- The funding request is for industry/business events eg conferences, tradeshows, congresses, symposiums etc;
- The funding request is for exhibitions, award ceremonies or commemorative events;
- The funding request is to support travel expenses;
- The funding request is for general fundraising activities and events;
- The funding request is for events/festivals that include, promote or encourage gambling;
- The funding request is for dining experiences;
- The funding request is from state or Australian government departments (with the exception of statutory authorities of state government), other councils or individual private enterprises;
- The funding request is from commercial organisations operating on an expected profit basis;
- The funding request is for programs or services that are the core responsibility of other levels of government; or
- The applicant undertakes canvassing or lobbying of Elected Members and/or employees of CoA and its subsidiaries in relation to the sponsorship request during the application and assessment period.

**Ineligible applications will not advance to the assessment stage and applicants will be notified.**



Image: OzAsia Festival, Festival Centre

## Assessment criteria and weightings

| Criteria                     | Consideration   | Weighting   |
|------------------------------|---|-------------|
| Economic Impact              | The degree to which the event/festival provides a measurable economic impact to CoA and supports local businesses.  | 25%         |
| Environmental Considerations | The degree to which the event/festival employs environmentally sustainable practices.   | 10%         |
| Access and Inclusion         | The degree to which the event/festival creates safe spaces and places that are accessible and inclusive to all.   | 10%         |
| Visitation                   | The ability of the event/festival to attract and increase visitors and attendees and generate visitor bed nights.   | 25%         |
| Brand and Marketing          | The extent to which the event/festival increases the profile of the city and North Adelaide as a tourist destination and helps position Adelaide as the world's most liveable city. | 20%         |
| Financial Viability          | The degree to which the event/festival and/or organisation is financially viable and sustainable with or without AEDA and CoA sponsorship funding.                                  | 10%         |
| <b>Total</b>                 |   | <b>100%</b> |



Image: WOMADelaide, Botanic Park



## Use of public spaces

If you are using an outdoor public space for this event/festival (e.g. Park Lands, square, road/street) you are required to make a tentative booking with the CoA Events Team prior to submitting your sponsorship application.

Visit [cityofadelaide.com.au/hire](https://cityofadelaide.com.au/hire) for conditions, fees and the application form.

Please note the minimum application lodgement timeframes.

If AEDA and CoA approve your request for funding, you are responsible for confirming your venue booking and for all infrastructure required to hold your event or festival.

## Fees and charges

CoA fees and charges apply to all events and festivals held at council managed properties including the Park Lands, the Adelaide Town Hall or city roads/streets. You must include all CoA fees and charges as part of your application budget as CoA will not waive fees associated with your event e.g. road closures, cleaning, waste, site fees and does not provide in-kind support in addition to funds approved.

## How to apply?

Before commencing an application you must contact the Event Sponsorship and Attraction Advisor to discuss your proposal. Suitable requests can then complete an online application form via SmartyGrants within the given timeframe. You must register if you are a new SmartyGrants user. If you already have a SmartyGrants account, you can use existing details to log in and complete an application. Your application form can be saved and updated at any time until you click 'submit'.

**Late applications will not be accepted.**

Separate applications must be submitted by organisations applying for multiple events/festivals i.e. one application per event/festival.

All questions in the application form must be answered and any requested attachments provided in order to be assessed.

You must not refer to an attached document as your only response to a question. You may, however, reference an attachment in support of your answer.

AEDA reserves the right to request further information in considering an application, as well as the right to reject an application that does not meet the criteria or purpose of the Events and Festivals Sponsorship program.

Applications may be redirected to an alternative AEDA or CoA funding program during the assessment process if it is deemed more appropriate for the nature and scale of the event/festival proposed.

## Timeframe

Applications will be open until 5pm on Friday 19 April 2024.

## Funding pool

As at 18 March 2024 the proposed funding pool is \$313,000. This is subject to change following approval of the 2024/2025 City of Adelaide Business Plan and Budget.

## Duration of funding

Funding will be provided to successful applicants for one year only.

## Application assessment and approval

Once submitted, an application will be assessed according to:

- Eligibility/ineligibility criteria;
- Assessment criteria; and
- Available funding.

Applications will then be considered by the Events and Festivals Sponsorship Program Advisory Panel made up of key representatives from CoA and its subsidiaries.

Applicants who meet eligibility and assessment criteria are not guaranteed funding.

The Sponsorship Program is highly competitive, and AEDA receives more funding applications than it can support. The success of an application is determined by merit against the assessment criteria and in competition with other submissions.

After the assessment and advisory panel review process, funding recommendations up to the value of \$10k will be referred to the AEDA Board for consideration and then the CoA CEO for approval.

Funding recommendations in excess of \$10k will be presented to the AEDA Board and then to a meeting of the Lord Mayor and Elected Members (Council) for consideration and approval.

Part funding for an event or festival may be recommended to the Council/CEO. This decision is carefully considered with the view of maintaining the integrity of the application.

## Successful applications

All applicants will be notified of the outcome of their application in writing.

The funding decision made by the CEO/Council is final.

Prior to payment, all successful applicants will be required to:

- Enter into a funding agreement with AEDA and CoA detailing benefits in return for the sponsorship investment as well as mutually agreed KPIs;
- Provide AEDA with a Certificate of Currency for Public Liability Insurance (minimum \$20 million) noting AEDA and CoA as interested parties;
- Provide AEDA with the organisation's Return to Work SA certificate of registration, or similar employee insurance policy, if paid staff are employed; and
- Provide AEDA with a tax compliant invoice for the agreed amount of funding plus GST (10%) (if registered for GST).

The funding awarded is contingent upon the delivery of the activity as presented in the sponsorship funding application submitted. In the event there are significant changes regarding the delivery of the proposed scope then the funding commitment may be reviewed.

## Post-event reporting and acquittal

All successful applicants (including multi-year funding commitments) will be required to provide a detailed written report on all outcomes and applicable KPIs relating to the event/festival funded by AEDA and CoA. A link to an acquittal form will be provided via SmartyGrants at the conclusion of the event/festival. Acquittal reports will be required within 12 weeks from the conclusion of the event/festival. Applicants who do not complete and return an acquittal report will be ineligible for any future funding.

## Useful links

- [City of Adelaide Boundary Map](#)
- [Disability Access and Inclusion Considerations](#)
- [Use of Public Spaces](#)

## Important dates

**18 March 2024**

Sponsorship applications open (one round only)

**19 April 2024**

Sponsorship applications close 5:00pm

**May 2024**

Applications assessed and then reviewed by advisory panel

**May 2024**

Funding recommendations presented to AEDA Board for consideration

**June 2024**

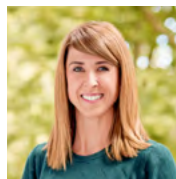
Funding recommendations presented to Council/CEO for approval

**Late June 2024**

Applicants notified of funding request outcome

## Further information

For more information or assistance with your application, please contact:



**Paula Stankiewicz**

Event Sponsorship and Attraction  
Advisor, AEDA

[p.stankiewicz@aedasa.com.au](mailto:p.stankiewicz@aedasa.com.au)

Ph: 08 8203 7318 during office hours