



## GRANTS & SPONSORSHIP PROGRAM INFORMATION

### Background

The purpose of the Apollo Bay Chamber of Commerce Inc. Sponsorship Program is to support, and provide incentive for business and community initiatives and events held in Apollo Bay that result in positive social, economic and environmental outcomes for the Apollo Bay community.

### Funding

Sponsorship applications can be made for up to \*\$2,000 (plus GST if applicable).

### Timeframe for Sponsorship Program

Applications close 14<sup>th</sup> September 2016

### Conditions

#### Areas where the Chamber will not provide assistance

- Projects that have already commenced or are completed
- Projects that have already received financial support from the Chamber in the same financial year
- Ongoing administration costs
- Ongoing plant and equipment costs
- Universities
- Funding for individuals
- Projects that are primarily for individual or commercial profit

### Assessment process

The process of assessment will include:

- All applications for sponsorship will be reviewed by the Executive to ensure that mandatory requirements have been met. Note: Failure to meet mandatory requirements may result in an application not being processed for assessment;
- Assessment of all eligible applications will be made by the Assessment Panel (Executive committee);
- All final decisions on grants and sponsorship will be made by the Chamber and are subject to the budget available.

### Assessment criteria

Applications **MAY NOT** be considered unless they meet mandatory requirements:

#### Mandatory

- A local business benefit must be the primary purpose of the activity
- Activities are held within the Apollo Bay Area
- Responds to one or more priorities identified in the Apollo Bay Chamber of Commerce Purpose & Vision Statement
- A detailed budget must be included with the application

### **Assessment points**

- Compliments, diversifies and supports the Apollo Bay business community
- Budget for the project is realistic and includes evidence of other support (i.e. fundraising, sponsorship, use of volunteers, in-kind support etc.)
- Environmentally sustainable practices for the activity have been adequately addressed
- Evidence of how long-term resilience or sustainability can be assured for the project
- Do the aims and outcomes benefit (social and/or economic) the Apollo Bay community and are they achievable?

### **Sponsorship agreement**

By invoicing the association, successful applicants acknowledge the Chamber reporting requirements, conditions of such which will be outlined in a letter of acceptance.

### **Reporting & Acquittal**

A statement of income and expenditure for the activity and a summary report which addresses the conditions relevant to the sponsorship package may be required by Chamber within 90 days of the project's completion.

Where an organisation does not meet its obligations under the funding agreement, Chamber reserves the right to decline future requests for funding.

Where a project does not go ahead or only goes ahead in part, the applicant will be required to provide evidence of sponsorship funds spent and refund the remaining sponsorship funds to the Chamber.

### **Other requirements**

Project organisers must ensure they have obtained all permits/licences (relevant to their particular activity) within required timeframes (e.g. road closures, Temporary Occupancy Permits, Place of Assembly, Temporary Food, liquor licence) and it is the organisers' responsibility to ensure they have fully disclosed all details of their activity/project/event in order to obtain the necessary permits.

### **Sponsorship or Grant?**

Applications for project/event/business sponsorship will be considered under the following packages.

#### **Grants - Up to \$2000 (+GST)**

Would typically be additional or seed funding for an event or project held in the Apollo Bay area, that attracts visitors to the region and has a demonstrable economic benefit to the community, for example by increasing visitor numbers and accommodation bookings. It may also include significant projects that have a community benefit and that may attract additional infrastructure or venue hire costs. This category will suit a one-time-only event or project or be for an inaugural event or project that is expected to provide an income for it to be sustainable.

#### **Sponsorship - Up to \$1000 (+GST) annually**

Sponsorship is funding to support a business activity, club or association that may or may not be ongoing.

To be eligible for Apollo bay Chamber of Commerce Inc. sponsorship the applicant must be a member of the association and the project or activity must demonstrate an economic, social or cultural benefit to participants and the wider community.

#### **Public Liability Insurance for events**

We can also offer event organisers Public Liability Insurance cover for their event in exchange for sponsorship. Events that are held on private property are not applicable.

#### **Acknowledgement of Chamber for both Sponsorship & Grants would include (but not be limited to):**

- Recognition of Chamber as a sponsor, relevant to the proportion of sponsorship provided;
- Chamber's logo to be displayed in all sponsored printed material including Programs, posters, website and social media if applicable (art work supplied by Chamber).
- Chamber promotional material such as banners and flags to be displayed where applicable (for an event).

**\*Note: If you require a larger amount of funding, applications must be accompanied with a letter addressed to the Apollo Bay Chamber of Commerce Executive Committee stating the reasons further financial assistance should be allocated to your initiative/event. If your project will provide an exceptional benefit to our community and supports the purpose of our association and exceptional application will be considered.**

**It is suggested that all applicants discuss their proposed project with an executive of the Chamber prior to completing any application.**

For further assistance regarding our sponsorship packages please contact: Roderick Poole, Administration Officer on 0412 302 202

Applications should be in letter format and include an indicative budget for assessment purposes.

Please forward applications to:

[Info@apollobaychamber.com.au](mailto:Info@apollobaychamber.com.au)

or

PO Box 273

Apollo Bay

VIC 3233