



2024 / 2025

Council's Community Investment Fund

Sponsorship Program Guidelines



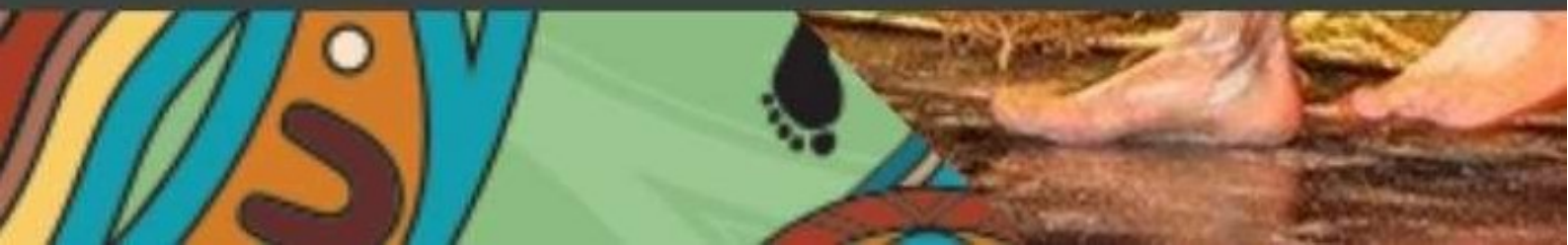
MORNINGTON
PENINSULA
Shire

Acknowledgement of Country

Mornington Peninsula Shire acknowledges and pays respects to the Bunurong people, the Traditional Custodians of these lands and waters.



Mornington Peninsula Shire acknowledges and pays respect to the Bunurong people, the Traditional Custodians of these lands and waters. We are committed to the cultural safety of older people of Aboriginal and Torres Strait Islander, culturally and linguistically diverse and LGBTQIA+ backgrounds.



Community Investment Funding Sponsorship Program Guidelines

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Community Investment Funding Sponsorship Program Guidelines

Introduction

Mornington Peninsula Shire Council (the Council) adopted a Community Investment Funding Policy 2022 (the Policy). The Policy identifies 4 different types of funding:

1. Grants
2. Subsidies
3. Sponsorships and
4. Trusts

The Policy's Sponsorship Guidelines govern the determination of Sponsorship funding.

In the Policy: Sponsorships are defined as:

"Sponsorship funds are aimed at public promotion of the Shire, its agencies or programs as opposed to material contribution towards the staging of an event".

Nb: The scope of the program does not include the receiving of sponsorship requests for infrastructure or naming rights on infrastructure.

Sponsorships highly competitive. Applicants must ensure the guidelines are understood before applying. Assistance can be sought, if necessary, E:communityinvestfunding@mornpen.vic.gov.au

Each financial year Council publicly promotes the Sponsorship Program; seeking eligible applications that meet the criteria outlined below.

Table 1 Priorities and Criteria for Sponsorships

Applications must include a proposal outlining:

1. The scope of the activity
2. The budget for the activity (GST exclusive)
3. The benefits to Mornington Peninsula
4. Marketing/Promotion Plan
5. Media opportunities for Council; and

Achieve one or more of the priorities below:

| Priorities for Sponsorships | Mornington Peninsula Shire Council sponsorships seek to support activities as below: | Criteria |
|--|---|--|
| <p>1) Enhances the reputation and visitation to the Mornington Peninsula Shire</p> <p>2) Boosts the prosperity of the Mornington Peninsula through increased economic activity and jobs</p> <p>3) Build a flourishing and diverse Mornington Peninsula creative ecosystem.</p> | <ul style="list-style-type: none"> • Acceleration of the protection and resilience of Mornington Peninsula’s natural environment and/or renewal energies • National competition/tournaments • Industry and trade exhibitions to facilitate major business investment in the Mornington Peninsula. • Showcases the Mornington Peninsula as a destination for performing and visual arts. | <ol style="list-style-type: none"> 1. Scope of the activity achieves one or more of the priorities. 2. The Sponsorship sought demonstrates proportional high value to the scope and cost of the activity. 3. Mornington Peninsula’s reputation and visitation will increase as a result of the activity. 4. The applicant’s marketing/promotional plan offers multiple positive opportunities for Council. 5. The applicant’s activity provides opportunities for Councillors / CEO or delegate to be involved in the activity. |

Applications will be assessed on a scale of 1-5 with: 5 = meeting each criterion at a high level and 1 = not meeting the criterion.

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Sponsorship Funding

The total funding pool for the Sponsorship Program is determined as part of Council’s annual Community Investment Funding budget approval process.

The Sponsorship Program will open in 13 July of each year and close 4 June of the following year until funding is exhausted, whichever is the sooner.

Table 2 Sponsorship Funding

| Value of Sponsorship | Open | Close |
|---|--------------|--|
| Bronze Sponsorship up to \$10,000 (option of 3-year period) <i>Substantial impact for the Shire as a Local attraction</i> | 13 July 2024 | 4 June 2025 (or until funds are exhausted) |
| Silver Sponsorship up to \$20,000 (option of 3-year period) <i>Substantial impact for the Shire as a Regional/Local attraction</i> | | |
| Gold Sponsorship up to \$35,000 (option of 3-year period) <i>Substantial impact for the Shire as a State/Regional attraction</i> | | |
| Platinum Sponsorship up to \$50,000 (option of 3-year period) <i>Substantial impact for the Shire as a National/State attraction</i> | | |

Funding may be available for successful applicants up to 3 years.

General Eligibility for Sponsorship

Eligibility

1. All Sponsored activities must be delivered within the Mornington Peninsula Shire Local Government Area.
2. Applicants must be registered; solvent have adequate level of public liability insurance relevant to the activity and have acquitted all funding previously awarded by the Shire and/or have approval from the Program Manager for an extension of their project.
3. All Sponsorship funding awarded must be spent on the delivered activity only as described in the application e.g., funding is not for an organisation's core business obligation.
4. One successful Sponsorship application per year will be permitted for eligible applicants.
5. Successful applicants are not precluded from applying for Grants as part of the Community Investment Funding Program subject to the focus of the said Grant being a separate event, program or project and meeting the eligibility criteria and priorities.
6. Successful applicants must apply the funds for lawful use as per the Sponsorship Funding Agreement.

Ineligibility for Sponsorship

1. Activities not delivered in the Mornington Peninsula Shire Local Government Area.
2. Funding for an applicant's general recurrent organisation costs e.g., annual industry fees, regular rates and office rent.
3. Information sought and or applications submitted on behalf of organisation/s by agents seeking payment for services.
4. Donations to charities.
5. Activities that could be perceived as benefiting a political party or political campaign.
6. Activities that could be seen as harmful/divisive in the community or having a potential to bring Mornington Peninsula into disrepute.
7. Costs of fees charged by Local Government (e.g., planning/ building application fees, health inspection fees, tip fees or similar charges).
8. Debt payment.
9. Damage and/or purchases covered by insurance.

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10. Retrospective funding for sponsored activities.
11. Applications for activities similar to those already funded by Mornington Peninsula Shire.
12. Ineligible Applicants include;
 - a) Political parties registered with the Australian Electoral Commission or lobby/pressure groups
 - b) Individuals or organisations associated with collection and use of funds by banned organisations as per Commonwealth Criminal Code Sect 103.1
 - c) Applicants in receipt of gaming machine revenue and/or gambling
 - d) Councillors and Shire staff

Application Support

Information sessions will be held annually in association with the opening of the Sponsorship Program - refer the Shire's website for details.

Should assistance be needed prior to submitting an application contact

E: communityinvestfunding@mornpen.vic.gov.au or call **5950 1832**

Should assistance be needed with submitting an application online in the SmartyGrants system please contact the SmartyGrants Administration Officers at

E: community.grants@mornpen.vic.gov.au or call **5950 1425**

Assistance is available for applicants with disabilities and culturally and linguistically diverse. Free interpreting services can be arranged for individuals with limited or no English language proficiency. Please contact our Inclusion Team E: access@mornpen.vic.gov.au or call **5950 1978**

Council adopted a Single Use Plastics Policy which supports Council's target of zero waste to landfill by 2030. [link Phasing out single-use plastics - Mornington Peninsula Shire \(mornpen.vic.gov.au\)](https://www.mornpen.vic.gov.au/LinkClick.aspx?link=Phasing%20out%20single-use%20plastics%20-%20Mornington%20Peninsula%20Shire).

Sponsorship Management Process

Applications

Applications for sponsorship must be completed and submitted on-line in accordance with the eligibility, priorities, criteria and timing of the Sponsorship Program. Application forms are available through the SmartyGrants online system accessed via www.mornpen.vic.gov.au/Grants

- An application must be submitted online in SmartyGrants
- Applications must:
 - align and support the priorities of the Sponsorship Program
 - be eligible; address the assessment criteria and respond to any compliance questions with attachments as required.
 - demonstrate value for money.
 - include a marketing or project plan to support promotional / media exposure opportunities and value for money estimates.
- Where sponsorship of an activity involves working with children or young people, a copy of the organisation's child safety policy must be attached to the application.
- Applications after the closing date will not be accepted and there will be no appeal process for late applications.
- An activity that depends on Council's Sponsorship funding must not commence until an application has been approved and a Funding Agreement signed. Sponsorship funding will not be made retrospectively.

Assessment of Sponsorship Application

- Applications must align with the priorities of the Sponsorship Program Guidelines and relevant assessment criteria.
- After the closing date of the Sponsorship Program, an eligibility check is conducted for each application and progressed to a Sponsorship Assessment Panel if deemed eligible.
- Applications must achieve a very high score for the criteria (refer page 4) with a total score, when assessed by panels, not being less than 75% of the total possible score.

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- An application will be assessed in consideration of permits and landowner permission if required. Refer links E: property@mornpen.vic.gov.au. Where additional approvals are required and fail to be obtained the sponsorship funding may be revoked.
- Applicants may be requested to provide additional supporting information to assist with the assessment of the application.
- Sponsorship Program Funding is subject to the adoption of Council's annual budget and therefore the level of assistance is limited by Council's budget allocation and its priorities. No applicant can be guaranteed funding, nor can any applicant be guaranteed to receive the full amount requested.

Budget

- The total Income and expenditure for the activity must be GST exclusive. Identify any other Sponsorship and/or grant funding received from other organisations (even if not confirmed).

Notification process

Applications are competitive and will be assessed as required. Applicants will be notified in writing.

Funding Agreements and payment

- Successfully funded activities are subject to a Funding Agreement, signed by the parties. Major Funding Agreements must be signed by all parties within 4 weeks of the approval of an application. All activities, unless specifically funded for multiple years, must be completed in accordance with their Funding Agreement.

A Funding Agreement includes:

1. A description of the activity for which the funding is being provided.
2. The amount of funding awarded including a payment schedule, if relevant
3. Details of how the activity will be promoted as well as Council's participation.
4. The marketing or project plan, specifically including:
 - a. brand awareness: logo placement, naming rights, approved by Council's Advocacy Communications and Engagement (ACE) Team and

- b. value and reach of media coverage of the region generated by the event: local, national, international profile raising of the Mornington Peninsula and its values (sustainable, inclusive, innovative, liveable)
5. Specific agreed deliverables of the activity against which data must be collected and reported, or including but not limited to the estimated environmental, economic or social benefit to Mornington Peninsula Shire Council.
6. Details of the deadline for the Acquittal, which must be completed in full by the due date.
7. Once the Funding Agreement has been finalised payments will be processed.
8. Should the Funding Agreement fail to be completed by the applicant within 30 days Council reserves the right to withdraw the Sponsorship funding.
9. Extensions for project delays must be approved by the Program Manager.

Reporting and monitoring

- Funded activities must be reported on and acquitted as detailed in a Funding Agreement. Reports provide Council and the public with information on the funded activity. While detailed financial reports are required, further documentation and evidence of expenses may also be sought.
- The Shire may request audited financial statements on acquitting the activity where Sponsorship funding to an organisation exceeds \$10,000.
- Final acquittal reports must be submitted no later than 6 weeks after agreed completion date of the funded activity as stated in the Funding Agreement unless otherwise agreed.

Community Investment Funding Principles and Ethics

Good Governance and Transparency

Council is committed to fair and transparent community investment funding decision making in the public interest: Applications are:

- registered in the SmartyGrants system, which is subject to audit
- reviewed for conflict of interest, which are declared by potential assessors and addressed as part of the process
- assessed objectively against eligibility and priorities criteria listed in the guidelines

- successfully funded Sponsorships are reported through publicly available reports and marketing and promotion materials required as a condition of the funding.

Achievement of the best outcomes

Priority is given to applications that will achieve the best outcomes for the municipal community including future generations. In doing so, all Sponsored activities are to deliver one or more of the Sponsorship Program's priorities and comply with legislation.

Collaborative relationships

Constructive relationships with applicants and recipients are built on mutual respect and transparency of Council decisions, actions and information. Council's Sponsorships must be visible and in accordance with the specific marketing approaches in the Funding Agreement.

Diversity and access

Mornington Peninsula Shire has a diverse community extending across 44 townships and rural areas where people form bonds around place, identity and interests. Applications are encouraged from eligible organisations from diverse backgrounds who support people with diverse ethnic and cultural backgrounds of all ages, gender identities and people with disability.

Safety

The safe delivery of the activity is a Council priority and as such scrutiny of safety obligations may be undertaken for the protection of the environment and the public.

Value for Money

Council is committed to the economic, social and environmental sustainability of the Mornington Peninsula Shire. In meeting the eligibility and priorities of the Sponsorship Program, funding applications should represent strong financial and reputational value for Council.

Service Centres


ROSEBUD
90 Besgrove Street, 3939

MORNINGTON
2 Queen Street, 3931

HASTINGS
21 Marine Parade, 3915



 Contact 1300 850 600 (24 hours) or 5950 1000

 Customerservice@mornpen.vic.gov.au
Private Bag 1000, Rosebud 3939 DX 30059

 [facebook.com/mornpenshire](https://www.facebook.com/mornpenshire)

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