

# Sponsorships Program Guidelines

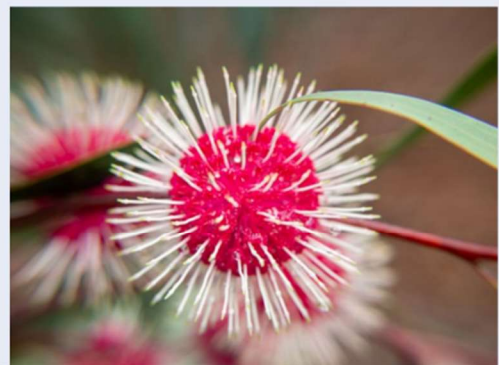
2025 / 2026

Council's Community Investment Funding



# Acknowledgment of country

Mornington Peninsula Shire acknowledges the Bunurong people, who have been the custodians of this land for many thousands of years; and pays respect to their elders past and present. We acknowledge that the land on which we meet is the place of age-old ceremonies, celebrations, initiation and renewal; and that the Bunurong peoples' living culture continues to have a unique role in the life of this region.



# Community Investment Funding Sponsorship Guidelines

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# Community Investment Funding Sponsorship Guidelines

## Introduction

The Mornington Peninsula Shire Council (the Council) re-adopted the Community Investment Funding Policy and Framework in May 2025 to continue to invest in our community through grants, subsidies, sponsorships and the Mornington Peninsula Community Charitable Trust (the Trust).

The purpose of a Sponsorship is to attract new opportunities or opportunities for expansion of existing prioritised businesses or programs within the Shire that will contribute to the Shire's economic; social/cultural, environmental output.

**The Community Investment Funding (CIF) Policy 2025 defines sponsorships as; “ Sponsorships funds are aimed at public promotion of the Shire, its agencies or programs as opposed to material contribution towards the staging of an event ”.**

CIF Programs have been aligned to themes within the Community Vision and the strategic directions of the **Council Plan 2025–2029, Our Place, Our People and Our Prosperity**.

The CIF Policy (2025) and Sponsorship Guidelines govern the determination of Sponsorship funding.

**Our Place** Celebrate, protect and enhance our unique blend of coast, hinterland, green wedge and connected villages and townships.

**Our People** A safe, accessible, inclusive and engaged community that fosters our diverse culture, supporting health and wellbeing and a connected and compassionate society for all.

**Our Prosperity** Enabling balanced growth through innovation, empowering community groups and volunteers and fostering a resilient, thriving and vibrant local economy.

# Community Investment Funding Sponsorship Guidelines

## Expression of Interest and Priorities

Each financial year Council seeks **Expressions of Interest (EOI)** for innovative proposals from eligible applicants that meet the criteria outlined in the table below. Subject to an assessment of each EOI, applicants may be invited to submit a detailed proposal. The Shire reserves the right to conduct an interview as part of a detailed proposal submission.

Sponsorship funding is targeted towards organisations that best meet an increase/improvement in one or more of the following priorities in Table 1 following.

Expressions of Interest (EOI) and detailed submissions, if requested, will be assessed on a scale of 1 - 5 with: 5 = meeting each criterion at a high level and 1 = not meeting the criterion as listed in **Table 1**.

The scope of the Sponsorship does not include requests for infrastructure or naming rights on infrastructure.

Applicants must ensure the guidelines are understood before applying. Assistance can be sought, if necessary, E: [business@mornpen.vic.gov.au](mailto:business@mornpen.vic.gov.au)

Further detail of what to include in an Expression of Interest is outlined in the Application Process.

# Community Investment Funding Sponsorship Guidelines

**Table 1 Priorities and Criteria for Sponsorships**

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

# Community Investment Funding Sponsorship Guidelines

## Sponsorship Funding

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

The Sponsorship Program will open on the 13 July of each year for Expressions of Interest from organisations and businesses that seek to implement a proposed project that contributes to the Shire's reputation and economic; social/cultural, environmental output that meets the criteria.

Applications for Expressions of Interest / Detailed Submissions will close to targeted organisations when funding has been exhausted.

**Table 2** Outlines Sponsorships available and up to the value of funding for each sponsorship. Funding may be available for successful applicants for 1 year or up to 4 years.

# Community Investment Funding Sponsorship Guidelines

## Table 2 Sponsorship Funding

Value of Sponsorship	Open	Close
<p><b>Bronze Sponsorship</b> up to \$10,000 (option of 4-year period) <i>Substantial impact for the Shire as a Local attraction</i></p>		
<p><b>Silver Sponsorship</b> up to \$20,000 (option of 4-year period) <i>Substantial impact for the Shire as a Regional/Local attraction</i></p>		
<p><b>Gold Sponsorship</b> up to \$35,000 (option of 4-year period) <i>Substantial impact for the Shire as a State/Regional attraction</i></p>	<p>13 July 2025, 2026, 2027, 2028</p>	<p>4 June each following year (or until funds are exhausted)</p>
<p><b>Platinum Sponsorship</b> up to \$50,000 (option of 4-year period) <i>Substantial impact for the Shire as a National/State attraction</i></p>		

# Community Investment Funding Sponsorship Guidelines

## General Eligibility for Sponsorship

### Eligibility

1. All Sponsored projects must be delivered within the Mornington Peninsula Shire Local Government Area. Consideration will be given to trade exhibitions/activities outside the municipality that attract trade and/or promote of Mornington Peninsula.
2. Sponsored organisations must be registered (includes sole traders, private schools and for-profit companies); solvent and have adequate level of public liability insurance relevant to the project and have acquitted all funding previously awarded by the Shire.
3. All Sponsorship funding awarded must be expended on the agreed project only as described in the Funding Agreement, funding is not for an organisation's core business obligations.
4. One successful Sponsorship application will be permitted each year
5. 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 and/or with trade exhibitions exception.
2. Funding for the sponsored organisation's general recurrent 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.

# Community Investment Funding Sponsorship Guidelines

5. Projects/Activities that could be perceived as benefiting a political party or political campaign.
6. Projects/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.
10. Retrospective funding for sponsored activities.
11. Applications for projects/ activities similar to those already funded by Mornington Peninsula Shire.
12. Ineligible organisations include:
  - a. Political parties registered with the Australian Electoral Commission or lobby/pressure groups,
  - b. Organisations associated with collection and use of funds by banned organisations as per Commonwealth Criminal Code Sect 103.1,
  - c. Organisations in receipt of gaming machine revenue and/or gambling,
  - d. Unsolicited applications.

# Community Investment Funding Sponsorship Guidelines

## Application Support

Should assistance be needed with submitting an Expression of Interest or an application online in the SmartyGrants system please contact the Grants Administration Officer at E: [community.grants@mornpen.vic.gov.au](mailto:community.grants@mornpen.vic.gov.au) or Ph: 5950 1425.

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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](mailto:access@mornpen.vic.gov.au) or call 5950 1978.

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## Sponsorship Management Process

### Applications

Sponsorship funding is subject to a thorough assessment process to ensure successful proposals achieve high value for the Mornington Peninsula municipality.

Organisations interested in applying for Sponsorship funding are encouraged to read the guidelines in full.

Assessment comprises an Expression of Interest and a detailed submission (subject to assessment of the EOI and an invitation to submit). Sponsorship assessment panel member/s reserve the right to interview applicants who have been invited to make a detailed submission.

# Community Investment Funding Sponsorship Guidelines

## Step 1 – Expression of Interest

An Expression of Interest (EOI) Form must be completed as an initial step in the Sponsorship application process. This step ensures your proposal meets the eligibility requirements and aligns with the assessment priorities.

The Expression of Interest form must be completed and submitted on-line in accordance with the eligibility, priorities, criteria and timing of the Sponsorship Program. EOI form is available through the SmartyGrants online system accessed via

[www.mornpen.vic.gov.au/Grants](http://www.mornpen.vic.gov.au/Grants)

A project/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.

### **EOI (applications) must:**

- Align and support the priorities of the Sponsorship Program (Refer Table 2)
- 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 a proposal involves working with children or young people, a copy of the organisation's child safety policy must be attached to the application.
- EOI (applications) after the closing date will not be accepted and there will be no appeal process for late EOI (applications).

# Community Investment Funding Sponsorship Guidelines

**To help you prepare, your EOI must address the following in the application:**

1. The scope of the proposal
2. The budget for the proposal (GST exclusive)
3. The benefits of the proposal to Mornington Peninsula, including but not limited to one or more of:
  - a. the estimated number of visitors will the proposed project attract from outside the Mornington Peninsula
  - b. the estimated benefit or growth your proposed project will bring to the Mornington Peninsula's creative ecosystem
  - c. the financial contribution of your organisation to the proposed project
4. The proposed scope of the Marketing/Promotion Plan
5. The Media opportunities for Council; and
6. Achieve one or more of the priorities listed in the **table 2** of these guidelines.

## Step 2 – Detailed Submission (Application)

Subject to eligibility and an assessment of the EOI, an invitation may be extended to the applicant organisation to make a detailed submission for Sponsorship funding of a proposal.

Detailed Submissions need to be submitted online in a SmartyGrants application form and comply as follows:

### **Detailed submission applicants must:**

- Provide **detail** for the scope of the original proposed project.
- Provide an uploaded **detailed budget** for the proposal.
- **Detail** the benefits of the proposed project, including but not limited to, the projected number of visitors will the proposed project attract from outside the Mornington Peninsula.

# Community Investment Funding Sponsorship Guidelines

- The projected benefit or growth your proposed project will bring to the Mornington Peninsula's creative ecosystem.
- The financial contribution of your organisation to the proposed project.
- Respond to any compliance questions with attachments as required e.g. child safety policy.
- Include uploaded documents as required e.g. marketing/promotion plan.
- Specific media opportunities for Council.
- Demonstrate value for money.

Applications after the closing date will not be accepted and there will be no appeal process for late applications.

## Step 3 – Meeting with Sponsorship assessment panel member/s

If further information is required on your proposal a meeting with the Sponsorship panel member/s may be required.

## Assessment of Sponsorship Application

- Assessment of Sponsorship applications are conducted through an Expression of Interest in the first instance, and subject to assessment, an invitation may be offered to make a detailed submission.
- Applications must align with the priorities of the Sponsorship Guidelines and relevant assessment criteria (**Refer Table 2** of these guidelines).
- After completion of the Expression of Interest application an eligibility check is conducted for each application and progressed to a Sponsorship Assessment Panel if deemed eligible.
- Expression of Interest applications must achieve a score, of no less than 75%, of the total possible score.

# Community Investment Funding Sponsorship Guidelines

- Subject to assessment of the EOI an applicant may be invited to make a detailed submission (Stage 2); the scoring of which also requires not less than 75% of a possible score.
- An application will be assessed in consideration of permits and landowner permission if required.

Refer links E: [property@mornpen.vic.gov.au](mailto:property@mornpen.vic.gov.au). Where additional approvals are required and fail to be obtained the sponsorship funding may be revoked.

- Council reserves the right to invite Stage 2 Applicants to an interview.
- 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 proposal/project 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 projects 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 projects, unless specifically funded for multiple years, must be completed in accordance with their Funding Agreement.

# Community Investment Funding Sponsorship Guidelines

## **A Funding Agreement includes:**

1. A description of the project for which the funding is being provided.
2. The amount of funding awarded including a payment schedule, if relevant
3. Details of how the project 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 project 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, which may be scheduled according to the project delivery 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 projects 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.

# Community Investment Funding Sponsorship Guidelines

- 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 project 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 projects 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.

# Community Investment Funding Sponsorship Guidelines

## 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 project 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 must 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](mailto:Customerservice@mornpen.vic.gov.au)  
Private Bag 1000, Rosebud 3939 DX 30059



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[@MornPenShire](https://twitter.com/MornPenShire)

Website - [mornpen.vic.gov.au](http://mornpen.vic.gov.au)



**Mornington  
Peninsula Shire**