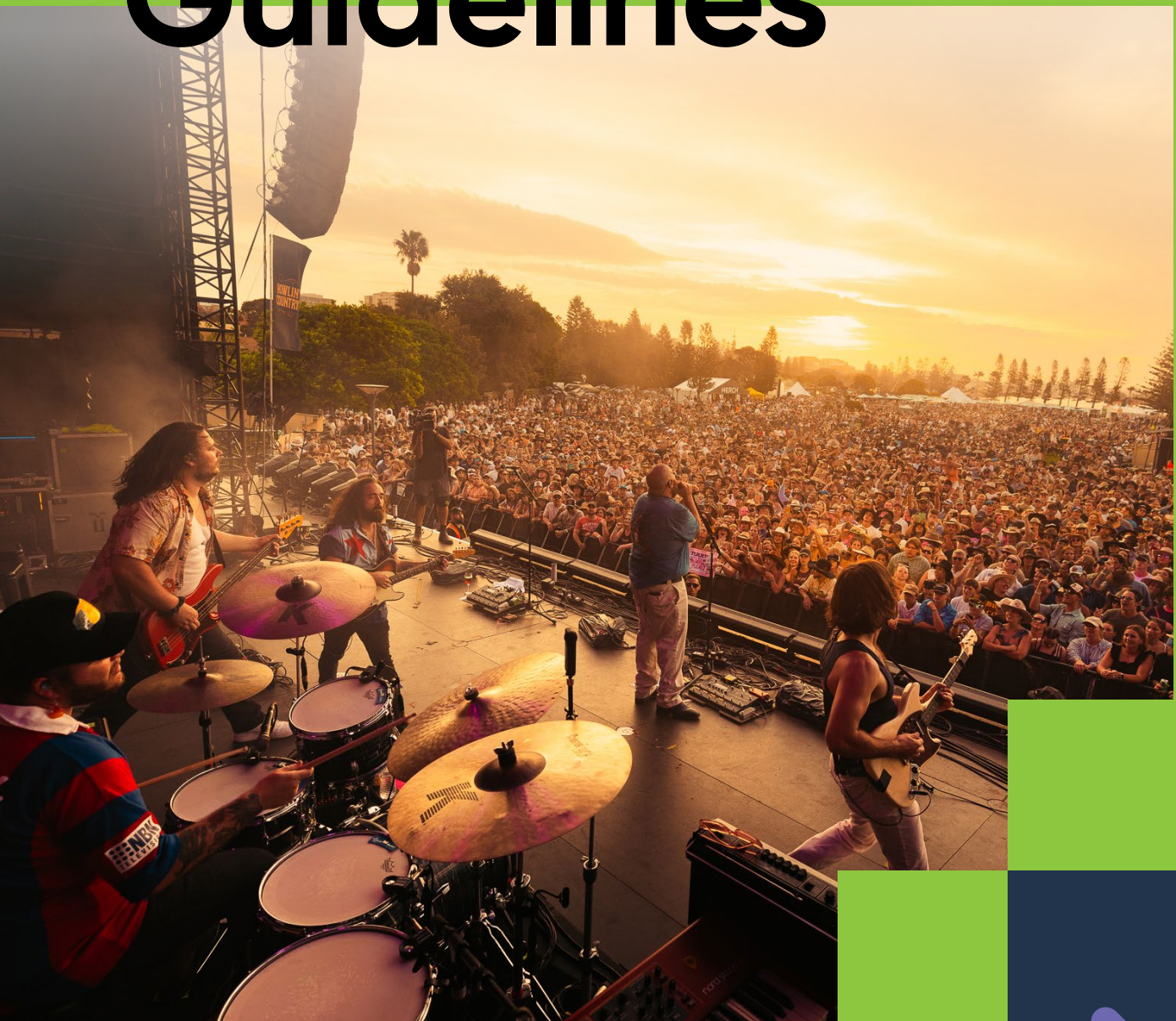


Sponsorship Guidelines



**Guidelines
May 2025**

newcastle.nsw.gov.au



**City of
Newcastle**

**City of Newcastle's (CN)
Sponsorship Programs (SPs)
provide a number of Sponsorship
opportunities to support
initiatives that contribute to
the economic life of the city.**

**CN provides financial
Sponsorship for initiatives that
will deliver tangible benefits
to CN and the community, and
help make Newcastle a liveable,
sustainable, inclusive global City.**

For more information, please visit:

newcastle.nsw.gov.au/community/grants-and-sponsorships

For further assistance, email esp@ncc.nsw.gov.au or call (02) 4974 2000.

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Part A

Preliminary

1 Background

- 1.1 City of Newcastle's (CN) Sponsorship Programs (SPs) provide a number of Sponsorship opportunities to support initiatives that contribute to the economic life of the city. CN provides financial Sponsorship for initiatives that will deliver tangible benefits to CN and the community, and help make Newcastle a liveable, sustainable, inclusive global city.
- 1.2 CN Sponsorships are highly competitive. In order to submit an eligible and competitive application please read the Sponsorship Policy in conjunction with this Guideline document.

2 Purpose

- 2.1 The purpose of CN's SPs is to fund Activities that provide tangible benefits aligned with Newcastle 2040, CN's Community Strategic Plan (CSP) and accompanying documents; Newcastle Destination Management Plan 2021–2025 (DMP), and Economic Development Strategy 2021 (EDS).
- 2.2 These Guidelines provide specific instructions in making an application for Sponsorship within different SPs.
- 2.3 These Guidelines are to be read in conjunction with the Sponsorship Policy. The Guidelines and Policy should be read prior to lodging any application.

3 Scope

- 3.1 These Guidelines apply to all aspects of CN SPs including the application processes, decision making, Sponsorship Agreements and Activity Acquittal.
- 3.2 These Guidelines cover all elected members of Council, all CN employees, any person or organisation contracted to or acting on behalf of CN, any person or organisation employed to work on CN premises or facilities and all Activities of CN.
- 3.3 These Guidelines do not apply to:
 - 3.3.1 CN Community Grants Programs;
 - 3.3.2 Sponsorships received by CN;
 - 3.3.3 Donations provided by CN;
 - 3.3.4 CN Special Business Rate Funding;
 - 3.3.5 CN's nominated Charity Partner.

Part B Sponsorship Program

4 General Eligibility

- 4.1** All applications must meet the eligibility criteria outlined in the Sponsorship Policy in order to be considered for Sponsorship. Ineligible applications will not progress to assessment.
- 4.2** The eligibility criteria common to all CN's Sponsorships are summarised below. In addition to this, each SP has Program specific eligibility criteria, these are detailed in sections 7.2 and 9.2 of these Guidelines:
- 4.3** Common eligibility criteria require that:
 - 4.3.1** Applicants must demonstrate that the Activity will directly benefit CN and residents / businesses of Newcastle;
 - 4.3.2** Applications must be received on, or before, the advertised due date and completed with the required level of detail and supporting documentation as specified in the Guidelines.
 - 4.3.3** Applicant's Activity must begin after the Sponsorship commencement date. Sponsorship for retrospective events will not be considered;
 - 4.3.4** The Activity must be consistent with the Community Strategic Plan (CSP), United Nations Sustainable Development Goals (SDG) and Newcastle Destination Management Plan (DMP). CN also supports projects and events that are aligned to the objectives of the Disability Inclusion Action Plan;
 - 4.3.5** Applicant's must have the appropriate level of insurance for the Activities that are the subject of the funding request. CN has a minimum requirement for \$20m Public Liability Insurance. It is the Applicant's responsibility to ensure that CN is supplied updated certification throughout the Activity's timeline;
 - 4.3.6** Applicants must be capable of obtaining all regulatory approvals for the Activity including those required from CN applicable for the proposed Activity;
 - 4.3.7** Where an Activity will involve adults working with children, successful applicants must provide CN with copies of 'Working with Children' registration details for each relevant person.
- 4.4** Ineligible applications – CN does not support applications for:
 - 4.4.1** Activities that duplicate existing services or have a current Funding Agreement for the same Activity. This applies to all support from CN including Grants, Sponsorships and Special Business Rate Funding;
 - 4.4.2** Religious ceremonies and/or Activities which do not have the main purpose of directly benefiting the broader residents and/or businesses of the Newcastle LGA, or religious activities which otherwise breach clause 4.4.6;
 - 4.4.3** General fundraising appeals and charitable donations, including support for individual representative sporting or cultural endeavours;
 - 4.4.4** Academic research, coursework or fees, or Activities seeking financial support for research, studio work or Activities that will be submitted for academic assessment;
 - 4.4.5** Ongoing operational costs, including rent or lease costs, general administrative costs, travel, accommodation, staffing or salary costs;

4.4.6 Activities that vilify or discriminate against a person or persons in respect of race, age, disability, religion or sexual orientation, use live animals as part of a performance, or any other Activity which CN reasonably considers may promote an exclusive, Socially Harmful, Environmentally Harmful Activity or involves illegal conduct.

4.5 The following entities or individuals are not considered by CN as suitable for Sponsorship Agreements, those:

4.5.1 Involved in any Environmentally or Socially Harmful Activity and/or manufacture, distribution or wholesaling of an Addictive Drug;

4.5.2 Found guilty of illegal or improper conduct by the Independent Commission Against Corruption (ICAC) or any similar authority;

4.5.3 Subject of a criminal conviction imposed by a Court of New South Wales or other jurisdiction in Australia, including for any offence under the Crimes Act 1900 (NSW), Crimes Act 1914 (Cth) and the Criminal Code Act 1995 (Cth);

4.5.4 Involved in political fields or affiliations, eg political parties, trade unions;

4.5.5 Other local, state or federal government departments and agencies;

4.5.6 Involved in a competitive tender or purchasing process for the same Activity, at, or around the time of negotiating a Grant or other Sponsorship Agreement;

4.5.7 Record of unsatisfactory Acquittal of prior Grant or Sponsorship with CN;

4.5.8 Record of outstanding debt with CN; and

4.5.9 Employees of CN or Councillors are not eligible to directly apply for Sponsorship. If an employee of CN or Councillor is a party to an application submission this must be declared, and the employee or Councillor is unable to take part in the assessment process of the Sponsorship program.

5 Sponsorship Process



5.1 Applications:

- 5.1.1** All applications must be made online through CN's online funding management system - <https://newcastle.smartygrants.com.au/>
- 5.1.2** Computers can be booked at all CN library branches and CN library officers can assist in entering data to complete the online application process.
- 5.1.3** Application forms differ between program streams and may include additional requirements such as video submissions and/or in-person presentations.
- 5.1.4** Multiple applications from one entity will be considered where proposals relate to separate Activities. A maximum of two successful Sponsorships only will be considered for a single organisation. Applications for a specific Activity will be considered in one program only, and applicants must nominate the program in which they wish to be considered.
- 5.2** Assessment & Sponsorship recommendations:
 - 5.2.1** Applications are reviewed by relevant CN Officers to determine if all eligibility requirements have been met. NOTE: applications deemed ineligible will not progress to assessment and will not be able to resubmit if the application period has closed.
 - 5.2.2** All eligible applications undergo an initial assessment against Assessment Criteria. This is completed by relevant CN Officers with appropriate knowledge and expertise in the Program being assessed.
 - 5.2.3** The Assessment Panel then meet to assess all eligible applications, using the initial assessment outcomes as guidance, to determine which applications will be successful. The Assessment Panel can allocate funding up to the budgeted amount.
 - 5.2.4** The Assessment Panel for SPs will, at a minimum, comprise of four representatives made up from the following:
 - a) One (1) CN Service Unit Executive Manager (or delegate);
 - b) One (1) CN Executive Director (or delegate);
 - c) Lord Mayor (or delegate);
 - 5.2.5** In addition to the Assessment Panel outlined in 5.2.4, the Assessment Panel for the Tourism and Economic Development Sponsorship Program (TEDSP) will also consist of the Chair of the CN Strategy and Innovation Advisory Committee (or Delegate). Where a decision from the panel is unable to be reached or additional guidance is required, applications will be referred to the three Councillors of the CN Strategy and Innovation Advisory Committee for a decision.
 - 5.2.6** Even if an application meets all the eligibility and Assessment Criteria, it may not be supported or a lesser amount than requested in the application may be offered. Assessors may consider other available information regarding the applicant, its services and Activities including details/outcomes of previous Activities and funding.
 - 5.2.7** The outcome of the Panel's assessment will be recorded and retained in CN's records management system.

5.3 Notification of outcomes, Sponsorship Agreements and payments:

- 5.3.1** All applicants will be notified of the outcome of their application.
- 5.3.2** Successful applicants will be required to review and sign a Sponsorship Agreement. The Sponsorship Agreement will include conditions and reporting requirements in exchange for funding. Certain special conditions may be placed upon your funding at the Assessment Panels discretion, these may be negotiated in consultation with you.
- 5.3.3** Awarding of Sponsorship from CN via a Sponsorship Agreement in no way implies any ongoing funding commitment or obligation by CN including for payments for works (including maintenance) delivered outside of the financial year in which the Activity was agreed to be completed.
- 5.3.4** Awarding of a Sponsorship Agreement does not imply that CN has given any other consent. Applicants should note that many Activities require approvals and consents from CN, NSW Police and other state government agencies and that they are wholly responsible for obtaining such approvals. The failure to obtain approvals will void the Sponsorship Agreement and may in result in funding being revoked even where works have been completed.
- 5.3.5** Upon submitting a signed Sponsorship Agreement along with copies of relevant insurances and other documentation outlined in the agreement, CN will raise a purchase order to be noted on a tax invoice with payment made in accordance to CN's Procurement Policy.
- 5.3.6** In accordance with A New Tax System (Goods and Services Tax) Act 1999 (Cth), if entities do not have an Australian Business Number (ABN), CN may be required to withhold 49% of any funds allocated.
- 5.3.7** All financial information provided to the applicant will be exclusive of GST. Successful entities that are registered for GST will receive the allocated funding amount plus GST as per their Tax Invoice.
- 5.3.8** CN will require all successful recipients to publicly acknowledge CN as a Sponsor of the Activity. This requirement/s will be included in the Sponsorship Agreement and evidence as to how the recipient has met the requirement/s will be requested in the Acquittal Report.
- 5.3.9** Table 1 below details the quote requirements for any goods/services the applicant intends to procure as part of the proposed Activity. This can include a catalogue item or quote from a provider. In addition to the quote requirements, an applicant may be asked to provide rationale about why a quote was chosen if it is not clear as to how it represents the best value for money eg. Not the cheapest option but significant relevant experience, previous knowledge or local supplier etc.
- 5.3.10** CN reserves the right to determine the value for money of quotes provided during the assessment process.

Table 1: Quote requirements

Value of Goods/Services	Quote Requirement
Under \$3,000 (inc GST) for purchases including equipment and infrastructure works	No written quote required
Between \$3,000 and \$150,000 (inc GST) for purchases including equipment and infrastructure works	Two written quotes required
Consultancy/Contractor fees under \$30,000 (includes works requiring licensed tradespersons)	One written quote required
Consultancy/Contractor fees between \$30,000 and \$150,000	Two written quotes required
Consultancy/Contractor fees between \$150,000 and \$250,000	Three written quotes required
Services provided by applicant	Hourly rate to be provided and must not exceed capped resource rates

Note – For items where quotes are not specifically requested, a well-researched and realistic budget, clearly indicating how CN funds would be spent, the amounts, sources and application of matching contributions is required.

5.4 Delivery of Sponsored Activity

- 5.4.1** Delivery of the agreed Activity must occur within the timeframe listed in the Sponsorship Agreement and within the same financial year as the program round.
- 5.4.2** If a successful recipient requires a variation to either the Activity or the delivery time, a variation request must be submitted. See section 9 for further details.
- 5.4.3** All CN Sponsorships are provided as cash and/or a credit against CN Fees and Charges. If an application includes CN venue hire or licencing fees, it is the applicant's responsibility to budget accordingly for all items using CN Fee Schedule or via correspondence with the relevant CN Officer. If successful, Sponsorship funding can be used for CN venue hire, however, this will be charged at the market rate as per the published CN Fees and Charges. These are publicly available on CN website, please contact us at esp@ncc.nsw.gov.au or phone 02 4974 2000 for details on Fees and Charges.

5.5 Acquittal Report:

- 5.5.1** Successful applicants must provide a final Acquittal report to CN within 45 days of Activity completion as defined as the Project End Date in the signed Funding Agreement or approved via an Activity Variation.
- 5.5.2** The information required will be specified in the Sponsorship Agreement and may include:
- Final accounts (audited, if appropriate).
 - Evidence of how CN was acknowledged during the Activity.
 - An assessment of the outcomes realised against the outcomes anticipated or estimated in the application form.
 - Formal advice of funds not spent (funds not expended for the purpose outlined in the application must be returned to CN).

6 Privacy

- 6.1** CN pledges to respect and uphold applicant rights to privacy protection under the Australian Privacy Principles (APPs) as established under the *Privacy Act 1988* (Cth) and amended by the *Privacy Amendment (Enhancing Privacy Protection) Act 2012* (Cth). Refer to CN's [Privacy Management Plan](#) for further information.

Part C

Sponsorship Programs

Table 2: Sponsorship Programs Overview

Program	Overview	Streams	Amount per Application	Eligible Entities
Events	Event Sponsorships are a mechanism to:	General Events	Up to \$10,000	<ul style="list-style-type: none"> • A legally constituted not-for-profit organisation. • A business.
	Promote active and vibrant public spaces.	Incubator Events	Up to \$20,000	
	Attract local and out of region visitation.	Major Events	Up to \$25,000	
	Support Newcastle's visitor economy, foster collaboration and encourage economic dispersal.			
Tourism and Economic Development	Enhance Newcastle's reputation and profile as a vibrant events city.			<ul style="list-style-type: none"> • A legally constituted not-for-profit organisation. • A business.
	Assist events that are aligned to Newcastle's experience pillars and Destination Management Plan 2021-2025.			
	Tourism and Economic Development Sponsorships are for:	Conferences	Up to \$20,000	
	1. Multi-day business events (conferences) attracting overnight stay, that are aligned to Newcastle's economic sectors, both existing and emerging.	Economic Enablers	Up to \$20,000	
	2. Economic development initiatives that enable skill acquisition, support local business growth and/or encourage innovation and investment.			

6.2 Timelines

6.2.1 Sponsorships are delivered as annual programs. Opening and closing dates of the contestable rounds will be advertised on the CN website.

6.3 Successful Sponsorship recipients are required to:

6.3.1 Complete their Activity within the same financial year as the funding is provided.

6.3.2 Meet all obligations of the Sponsorship Agreement.

6.3.3 Provide final Acquittal report within a maximum 45 days of completion of Activity and as stipulated in the Agreement.

6.4 Failure to acquit the funding will affect final payments under the agreements and any future requests for funding.

7 **Events**

7.1 Overview

7.1.1 The Event Sponsorship Program (ESP) is an annual program providing a mechanism to assist events that promote active and vibrant spaces; attract local and out of region visitation; and enhance Newcastle's profile and reputation as an events city.

7.1.2 Assist events that are aligned to Newcastle's experience pillars and contribute to the unique character of the destination.

7.1.3 Three different streams are publicly available within the ESP as detailed in Table 3 below.

Table 3: Event Sponsorship Streams

Stream	General	Incubator	Major
Objective	Support for events with a community focus that contribute to creating inclusive, vibrant spaces and places across the city.	Supports new and emerging events to increase event profile and encourage visitation and/or participation.	Supports established events with a successful record of delivery and marketing to attract local and out of region day trippers and overnight visitation. Major events will also demonstrate collaboration and partnership with local businesses to enhance economic dispersal.
Eligible Entities	<ul style="list-style-type: none"> • A legally constituted not-for-profit organisation. • A business 		
Additional Eligibility Requirements	<ul style="list-style-type: none"> • The event must be accessible for the general public to attend. • Free/Token entry 	<ul style="list-style-type: none"> • The event must be accessible for the general public to attend 	<ul style="list-style-type: none"> • The event must be accessible for the general public to attend • Preference for multi-day events, and those that provide significant economic outcomes for the region
Ineligible Applications	<ul style="list-style-type: none"> • Regular (weekly/monthly) community events such as markets and bazaars, local sports meets, club gatherings, classes, workshops etc. • Community public holiday celebrations such as ANZAC Day, Australia Day, Queens Birthday if the holiday is the primary focus. Events will be considered if the holiday is not the focus (eg a food or music festival). • Promotional events (ie where marketing a specific product/company is the principle objective). 		

Stream	General	Incubator	Major
Amount Per Application	• Up to \$10,000 (ex GST)	• Up to \$20,000 (ex GST)	Up to \$25,000 (ex GST)
Assessment Criteria General Events	<p>A. Alignment to CN Priorities: the degree to which the event addresses CN's priorities from the Community Strategic Plan (CSP), and Destination Management Plan (DMP). 35%</p> <hr/> <p>B. Community focus: The ability to demonstrate that the event meets a need of the Newcastle community and creates value by adding to a diverse events calendar. 35%</p> <hr/> <p>C. Value with public money: the ability to demonstrate value for money through careful consideration of costs, benefits, options and risk. Funding co-contributions from applicant and partner organisations are encouraged. 15%</p> <hr/> <p>D. Delivery and operational capability: ability to demonstrate the delivery of project outcomes can occur on time and within budget. 15%</p>		
Assessment Criteria Incubator & Major	<p>A. Alignment to CN Priorities: the degree to which the event addresses CN's priorities from the Community Strategic Plan (CSP), and Destination Management Plan (DMP). 20%</p> <hr/> <p>B. Event visitation and promotion: the extent to which the event does/will attract visitation from outside of Newcastle LGA, and the extent to which the event promotes Newcastle as an events city through media and promotion. 25%</p> <hr/> <p>C. Collaboration and partnerships: the extent to which the proposed event demonstrates constructive and cooperative relationships between the applicant, CN, potential partners and other community stakeholders. 25%</p> <hr/> <p>D. Delivery and operational capability: ability to demonstrate the delivery of project outcomes can occur on time and within budget. 15%</p> <hr/> <p>E. Value with public money: the ability to demonstrate value for money through careful consideration of costs, benefits, options and risk. Funding co-contributions from applicant and partner organisations are encouraged. 15%</p>		

Stream	General	Incubator	Major
Applicant Contribution	Minimum 50% contribution from applicant. Funding provided on a dollar for dollar cash basis. (Excluding General Events)		
Examples	Event with local attendees with CN community recognition.	Event with local attendees with potential to attract attendees from surrounding LGAs.	Event attracts local, intrastate and national attendees.

8. Tourism and Economic Development

8.1 Overview

8.1.1 The Tourism and Economic Development Sponsorship Program (TEDSP) is an annual program that provides:

- Sponsorship for suitable multi-day business events (conferences) attracting over-night stay and align to Newcastle's economic sectors (existing and emerging)
- Sponsorship for economic development enabling initiatives that enable local skill acquisition, support local business growth and/or encourage innovation and investment.

8.1.2 Two different streams are publicly available within the TEDSP as detailed in Table 4.

Table 4: Tourism and Economic Development Sponsorship Streams

Stream	Conferences	Economic Enablers
Objective	Supports multi-day business events with 150 delegates or more that are aligned to Newcastle's economic pillars (existing and emerging), that promote Newcastle as a premier conferencing destination.	Assists economic development initiatives that enable local skill acquisition, support local business growth and/or encourage innovation and investment.
Eligible Entities	<ul style="list-style-type: none"> • A legally constituted not-for-profit organisation. • A business 	<ul style="list-style-type: none"> • A legally constituted not-for-profit organisation. • A business
Ineligible Applications	The purchase of capital equipment, furniture/fittings, travel, salaries or expenses.	
Amount per Application	Up to \$20,000 (ex GST)	
Assessment Criteria	<p>A. Strategic Alignment: the degree to which the business event or economic enabling activity addresses CN's priorities and Assessment objectives from CN's Community Strategic Plan (CSP), Economic Development Strategy (EDS) and Destination Management Plan (DMP). 30%</p> <p>B. Collaboration and partnerships: the extent to which the proposed business event or economic enabling activity demonstrates constructive and cooperative relationships between the applicant, CN, potential partners and other stakeholders. 20%</p> <p>C. Delivery and operational capability: ability to demonstrate the delivery of Activity outcomes can occur on time and within budget. 10%</p> <p>D. Value with public money: the ability to demonstrate value for money through careful consideration of costs, benefits, options and risk. Funding co-contributions from applicant and partner organisations are encouraged. 10%</p>	
Additional Assessment Criteria	<p>Applications for Conferences need to demonstrate overnight visitation, economic dispersal, the extent to which the business event drives paid multi-night accommodation through delegate registration, and the extent to which the business event organizer utilises multiple venues across the LGA across the conference program. 30%</p> <p>Applications for Economic Enablers need to demonstrate the extent to which the initiative contributes to local skill acquisition, business growth, and/or innovation and investment. 30%</p>	
Applicant Contribution	For Conferences , a minimum 50% contribution from applicant is required. Funding provided on a dollar for dollar cash basis. Value In-Kind will only be accepted from not-for-profit organisations.	
Examples	<p>For Conferences: Multi-day interstate/national conference.</p> <p>For Economic Enablers: Sector specific training modules.</p>	

9 Variation Requests

- 9.1** A Sponsorship variation is a change to a Sponsorship. Variation requests are categorised as:
- 9.1.1** Funding Period Variations: changes to the Funding Period due to a delayed start date, a delay during the Sponsorship and a change to the end date.
 - 9.1.2** Activity Variations: Change to the scope of Activity including changes to budget allocations, named resources, redirection of funds and / or changes in outputs.
- 9.2** There are specific circumstances where it is appropriate for a CN Sponsorship to be varied. CN Sponsorships are awarded following rigorous assessment of an application. Accordingly, any proposed variations need to be reviewed and approved by the relevant CN Executive Manager.
- 9.3** CN will consider each request to vary a Sponsorship relative to the following:
- 9.3.1** the individual circumstances outlined in the variation request.
 - 9.3.2** the Guidelines under which the Sponsorship was applied for.
 - 9.3.3** the best outcomes for the Sponsorship against its aims and objectives.
 - 9.3.4** whether the Sponsorship will continue to align with the purpose of the Sponsorship opportunity.
 - 9.3.5** whether the Sponsorship will continue to achieve value with relevant public money.
 - 9.3.6** any other matters of which CN is aware relevant to the Sponsorship or the recipient.
- 9.4** Variation requests that contradict the eligibility criteria of the SP will not be accepted. For example, if an eligibility criterion was the exclusion of capital expenditure, the variation will be rejected if it involves capital purchases.
- 9.5** A variation request must be submitted to CN via CN's grants and sponsorship management system at least six weeks before the proposed date of effect to allow adequate time for review.
- 9.6** To receive access to the variation request form, please contact us on (02) 4974 2000 or email grants@ncc.nsw.gov.au.

Annexure A – Definitions

Addictive Drug means any substance listed in the Therapeutic Goods Administration Poisons Standard or listed as a prohibited drug at Schedule 1 of the Drug Misuse and Trafficking Act 1985 (NSW).

Acquittal is a report submitted as per a Funding Agreement at the conclusion of a project detailing how the recipient administered the Grant funds and met the Activity outcomes in the Funding Agreement.

Activity is defined as one-off or time-limited task/undertaking or series of linked tasks/undertakings with specific goals and conditions, defined responsibilities, a budget, planning, information about the parties involved and a specific start date and end date. This can also be referred to as a Project.

Assessment Criteria means the method used to evaluate an application.

Assessment Panel means the panel assessing applications and determining Grant Funding.

Auspice is an incorporated organisation that receives, administers, and acquits Grants on behalf of an applicant.

Business is an entity engaged in commercial, professional, charitable or industrial Activities. A Business can refer to:

- **Company** is defined by the Corporations Act 2001 (Cth) and registered with Australian Securities and Investment Commission (ASIC). Companies must be registered in Australia to be eligible to apply.
- **Company Limited by Guarantee** is a Company with liability limited to the guarantees put in place by its members. This is a common structure used by the not-for-profit sector. Cooperative.
- **Cooperative** is an organisation owned, controlled by and used for the purpose of benefiting its members.
- **Incorporated Association** is an association that has been incorporated in accordance with the requirements of the Associations Incorporation Act 2009 (NSW).
- **Indigenous Corporation** is established under the Corporations (Aboriginal and Torres Strait Islander) Act 2006 (Cth).
- **Proprietary Limited Company** is a proprietary limited company (abbreviated as 'Pty Ltd') is a Business structure that has at least one shareholder and no more than 50 non-employee shareholders, where the liability of shareholders is limited to the value of shares.

City of Newcastle (CN) means Newcastle City Council.

CN employees means persons employed by the City of Newcastle who is duty-bound to follow the policies and procedures of CN.

Community Events are staged largely for social, fun and entertainment value for the local community. They are targeted primarily at a local audience but may attract from outside the region thereby providing some economic, social and cultural benefits. They may have some wider regional benefits but to a lesser extent than major events.

Community Strategic Plan (CSP) represents the highest level of strategic planning undertaken by CN. It identifies the main priorities and aspirations of our community and provides a clear set of strategic directions to achieve the community's vision.

A non-distributing cooperative is one that uses surplus funds to support its activities and cannot distribute to members (not-for-profit).

A distributing cooperative may distribute any surplus funds to its members.

Council means the elected Council.

Eligibility is the state of being eligible to apply for funding through satisfaction of appropriate criteria.

Environmentally Harmful Activities are considered to be production of pollutant, toxins, and greenhouse gases, habitat destruction, nuclear power and uranium mining.

Funding Agreement means the agreement entered into by CN and the successful applicant for the cash support. It will articulate support provided by CN as a financial contribution for the development and delivery of a quality Activity. The Agreement will also detail Acquittal and acknowledgment conditions for the funding.

Grant is the financial support provided to applicants for an Activity. A Grant seeks a nominal return on investment from the benefits provided the community. Benefits may include improvement in the quality of life for the community from Activities meeting identified needs.

Guidelines means the specific CGPs conditions and criteria for each separate Grant opportunity to be read in conjunction with the Community Grants Policy.

Not-for-profit organisation is an organisation that does not directly operate for the profit or gain of its owners, members or shareholders, either directly or indirectly. The organisation must be registered with the Australian Securities & Investment Commission (ASIC) or The Australian Charities and Not for Profit Commission (ACNC).

Partnership is a contractual relationship between persons carrying on business with a view to profit.

Partnerships can be 'normal' (unregistered), limited or incorporated and limited (both registered on the Register of Limited Partnerships and Incorporated Limited Partnerships, administered by NSW Fair Trading).

Project see Activity.

Registered Charity with the Australian Charities and Not-for-profits Commission.

Socially Harmful Activity includes any activity involving the abuse of human rights or labour rights, bribery, corruption, production or supply of armaments, manufacture, distribution and wholesaling of alcohol, tobacco or nicotine related products, gambling products or services, pornography, the trade of fur or other illegal wildlife trade, abuse of animal welfare, live animal entertainment and any other activity which CN reasonably considers may pose a socially harmful activity.

Special Business Rate are funds collected from city precinct businesses for the promotion, beautification and development of the precincts, and awarded through a competitive application process.

Sponsorship Agreement means the agreement entered into by CN and the successful applicant for the cash support. It will articulate support provided by CN as a financial contribution for the development and delivery of a quality Activity. The Agreement will also detail acquittal and acknowledgment conditions for the Sponsorship.

Sponsorships are commercial agreements in exchange for a benefit(s). Sponsorship is not philanthropic with the sponsor expecting a benefit (return on investment) as agreed in a sponsorship agreement.

Value-in-kind refers to goods or services provided by other supporters of the Activity that has a real value for the Activity.

Unless stated otherwise, a reference to a section of clause is a reference to a section or clause of this Guideline.

Annexure B – Policy Authorisations

Function	Position Number / Title
<i>Approve grants on behalf of the elected Council (under s377 of the Local Government Act 1993 (NSW))</i>	Executive Director (or delegate)
Review and approval of Sponsorship Guidelines (annually)	Executive Director (or delegate)
Determine and approve weightings for Assessment Criteria	Executive Manager (or delegate)
Assess applications and determine funding allocation	Assessment Panel
Assess and approve out of round applications	Executive Director (or delegate)
Execute Funding Agreements to approved Sponsorships consistent with the Assessment Panel's recommendation and in accordance with these Guidelines and associated Policy	Executive Manager (or delegate)
Approve Funding Value variations	Assessment Panel
Approve Activity variations	Executive Manager (or delegate)
Acquittals in line with Funding Agreement	Executive Manager (or delegate)

Document Control

Guideline title	Sponsorship Guidelines
Guideline owner	Executive Manager Media Engagement Economy & Corporate Affairs
Guideline expert/writer	Grants & Sponsorship Officer
Approved by	Executive Director Creative & Community Services
Date approved	21 May 2025
Commencement date	21 May 2025
Next revision date	May 2026
Termination date	1 year post revision date
Version	Version 1 – ECM# 7749463
Category	Administration
Keywords	Sponsorship, Event, Tourism
Details of previous versions	Version 2 – ECM# 7749506 Version 3 – ECM# 8299431 Version 4 – ECM #830149
Relevant strategic direction	Vibrant and Creative City
Relevant legislation/codes (reference specific sections)	This policy supports CN's compliance with the following legislation: Local Government Act 1993 (NSW)
Related policies/documents/ strategies	Sponsorship Policy 2025 United Nations Sustainable Development Goals Community Strategic Plan 2040 Destination Management Plan 2021–2024 Economic Development Strategy 2021
Authorisations	Functions authorised under this policy at Annexure B

newcastle.nsw.gov.au