

2024/25 Outgoing Sponsorship Program

Form Preview

Expression of Interest Form: 2024/25 Woollahra Council Outgoing Sponsorship Program

* indicates a required field

Key Dates

- Applications open - Sunday 1 September 2024
- Applications close - Sunday 29 September 2024 (midnight)
- Grants announced - November 2024

Before you start: Important information to read and understand

Welcome to Woollahra Municipal Council's online Outgoing Sponsorship expression of interest process. [Woollahra Municipal Council](#) (WMC) has a range of [annually distributed grants](#) available to enable the community to develop projects to address local needs. The [Outgoing Sponsorship Program](#) is a new funding opportunity to support new and long-standing initiatives and proven events & programs, beyond those that the community are applying for through Council's annual grants program.

Before completing this form, please read and review the:

- [Donations and Sponsorships Policy](#)
- [Outgoing Sponsorship Guidelines](#)
- [Woollahra Council Child Safe Policy and Code of Conduct](#)
- [Woollahra 2032 Community Strategic Plan \(CSP\)](#) - (Goals and Strategies sections). This is a 10-year plan that sets our long term vision and objectives. It identifies Council's main priorities and aspirations for the future and strategies for achieving these goals, which is supported through Council's Grants Programs and Outgoing Sponsorship Program.

Helpful Tips

Do you need more help to use this form?

Download the [Help Guide for Applicants](#), check out [Applicant Frequently Asked Questions \(FAQ's\)](#)

What information should I prepare?

To complete your application, you will need to upload the following documents:

- Evidence of pricing or quotes for expected expenditure of over \$500
- Supporting documentation for any project partnerships or collaborations where applicable.
- 'Preview' the application form before commencing, then prepare the information that will be needed to answer each question.

How do I work on my application over a number of days?

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Please ensure you save as you go so you can return to the form and keep editing. Remember to submit by the close date.

How much detail do I include?

Council encourages applicants to write concisely and clearly. Please do not duplicate answers across multiple questions. It is acceptable for answers to be below word limits.

Can I get an extension and submit my application after the closure date?

No. Incomplete and/or late applications will not be considered.

If I am successful, how long does my funding last?

Each Outgoing Sponsorship program grant is awarded for one funding period only, ending on 30 June 2025. There is no guarantee of future funding.

Acquittal Information:

Acquittal's must be submitted no later than four weeks after the completion of the event or program. Forms can be accessed through the My Submissions tab on your SmartyGrants account.

Do you have another question?

Email: grants@woollahra.nsw.gov.au

Phone: (02) 9391 7000

Objectives of the Outgoing Sponsorship Program

The main objectives of the program are to:

- a) Support the Community Strategic Plan and Delivery Program.
- b) Assist in building a diverse and economically strong community.
- c) Support a more connected and more prosperous community.
- d) Reduce isolation and improve physical and mental health.
- e) Support cultural and artistic initiatives and organisations that have proven programs and demonstrated history that enable Woollahra to thrive.
- f) Support long-standing initiatives that collectively harness the social capital of Woollahra.

Funding available:

A maximum of \$20,000 is available per year, per project. Council has a budget of \$50,000 for this program in 2024/25.

Criteria for the Outgoing Sponsorship Program 2024/25

Any sponsorship arrangement that is offered by Woollahra Council must:

- Benefit the broader community within the Woollahra Local Government Area and align with Councils Mission, Vision and Values.
- Align with Woollahra Council's Community Strategic Plan, Delivery Program and Operational Plan, strategies and policies.

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- Not restrict Woollahra Council's ability to carry out any of its regulatory or other functions.
- Align with Woollahra Municipal Council's adopted Code of Conduct.
- Represent an appropriate sum of money or in-kind items/goods/services for a project or activity that enables Council to exercise its functions.
- Be for a maximum period of 12 months in line with Council's application process.
- Welcome community involvement and promote inclusivity.
- Adhere to Council's environmental and sustainability principles

Priority Criteria for the 2024/25 Outgoing Sponsorship Program round

Priority criteria for this round are:

1. Cultivating a vibrant Woollahra through initiatives that enhance opportunities for residents and visitors to actively participate in major community and cultural activities, with special focus on performing arts.
2. Long standing initiatives that have enabled the growth of social capital and delivered community building outcomes.

Note: funding for 2024/25 will not be provided for projects which have already been funded through the 2024/25 Grants Program.

Confirmation of Eligibility

I confirm that the applicant ... *

- has read, understands and adheres to the WMC Donations and Sponsorship Policy and Outgoing Sponsorship Guidelines
- has read, understands and adheres to the WMC Child Safe Policy and Code of Conduct
- is located in, and/or services or targets the Woollahra Municipality
- has the appropriate type and level of insurance for the project (or will purchase if successful)
- is not seeking funding for purchase, sale or supply of liquor
- is not seeking funding for donations to charities
- is not seeking funding for staff salaries
- is not seeking funding for capital investment
- is not seeking funding for rental payments
- is not seeking funding for operational costs or overheads
- is not seeking retrospective funding (for projects that have already commenced or been completed)
- is not seeking funding for Individual and private endeavours
- is not seeking funding for recurring functions of a primarily social nature organised by not-for-profit groups
- has no conflict with Council's core business
- has honored all previous grants, donation and /or sponsorship agreements and acquittal requirements
- is not involved in the business of tobacco, alcohol, gambling and/or pornography or sex industry
- has no existing Development Application, rezoning application/planning proposal and/or has no commenced discussions with Council for an impending Development Application

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rezoning application/planning proposal to be lodged in the coming 12 month period from the date of the sponsorship offer

is not a political party or organisations/individual with an identifiable political purpose/agenda (e.g. trade unions, political candidates)

is not applying for funding for a project already being funded through the 2024/25 Grant program.

You must tick each box to confirm all statements are true and correct. If not, you are not eligible for the Outgoing Sponsorship Program.

Contact Details

* indicates a required field

Applicant Details

Primary contact person: *

Title First Name Last Name

<input type="text"/>	<input type="text"/>	<input type="text"/>
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This is the person we will correspond with about this program.

Organisation name:

Organisation Name

Please use your organisation's full name. If you are applying as an individual, this may not be applicable.

Position held in organisation:

e.g. Manager, Board Member, Fundraising Coordinator

Address: *

Address

<input type="text"/>
<input type="text"/>

Postal Address:

Address

<input type="text"/>
<input type="text"/>

Website:

Must be a URL

Social Media (eg Facebook; X; TikTok; LinkedIn):

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Primary phone number: *

Must be an Australian phone number.

Primary contact person's email address: *

This is the address we will use to correspond with you about this program.

Secondary Contact Details

Applicant Project Contact

First Name

Last Name

A secondary contact is helpful if the details for the main contact changes part way through the funded period.

Secondary Contact Phone Number

Must be an Australian phone number.

Must be a different to the primary phone number.

Secondary Contact Email

Must be an email address.

Bank Details

Bank Account

Account Name

BSB Number

Account Number

Must be a valid Australian bank account format.

This information is required so that we can provide successful applicants with their funds.

Project Details

* indicates a required field

Project title: *

Word count:

Must be no more than 40 words.

Provide a name for your project. Your title should be short but descriptive.

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Project dates

Anticipated start date: *

Must be a date and between 15/11/2024 and 30/6/2025.

If unknown, please provide an estimate.

Anticipated end date: *

If unknown, please provide an estimate.

Tell us about your project

Project summary: *

Must be no more than 100 words.

Include a short summary of what the project is, who will benefit and what the project will deliver.

Location: Where will your project be delivered? *

Word count:

Must be no more than 100 words.

Provide the primary project location details and address.

Describe the activity category of your project (you can choose more than 1):

- celebration of local culture and the visual and performing arts
- Program or initiative that helps stimulate our local economy
- Cultural and/or community festival or event
- Competition
- Educational program
- Awards
- Research and publication
- Other (outline below)

Other activity type:

Estimate the number of people you expect to benefit from your project.

Must be a number.

Please provide a number eg estimate of the number of people you expect to attend your event. This number is for background purposes only and does not affect funding amounts/sponsorship success. (This does not include the numbers of people who may see advertising information).

How will your project be accessible and inclusive? *

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Word count:

Must be no more than 150 words.

Accessibility means that this project is open to all members of the public and/ or accessible to ensure people with access needs are able to participate. Inclusion means that all groups in society are valued and respected.

Describe the expected project outcomes: *

Word count:

Must be no more than 200 words.

Identify the primary beneficiaries/ target audience and the benefits that will result from the implementation. Refer to Council's 2032 Community Strategic Plan (CSP) for further information on Council's Goals and Strategies.

How will you measure and evaluate these outcomes? *

Word count:

Must be no more than 150 words.

How will you promote your project to reach the target audience? *

Word count:

Must be no more than 150 words.

Tell us about your marketing and publicity plan.

Is there an opportunity for the Mayor to speak or open your project?

- Yes
- No

Please describe your proven experience and capacity to manage and deliver similar projects: *

Word count:

Must be no more than 150 words.

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Priority Criteria

Which Priority Criteria does your project align to?

- Cultivating a vibrant Woollahra through initiatives that enhance opportunities for residents and visitors to actively participate in major community and cultural activities, with special focus on performing arts.
- Long standing initiatives that have enabled the growth of social capital and delivered community building outcomes.

Choose the theme that best aligns with your project.

Describe how your project aligns to the chosen priority criteria?

Word count:

Must be no more than 200 words.

You may upload image-based supporting evidence here.

Attach a file:

Budget

* indicates a required field

Budget Notes

- Outgoing sponsorship by Council may be provided in kind through fee relief (eg venue & park hire), contribution in kind (eg marketing and promotional support) or as a financial contribution to the project.
- If you are registered for GST your budget should be GST exclusive
- If you are not registered for GST, you should include GST in your budget
- Use the 'Notes' column to provide relevant additional information.
- Your budget must balance (total income amount = total expenditure amount).
- This project should be cost-effective, a clearly outlined grant budget including quotes should be provided.
- Evidence of pricing or quotes are required for all items expected to be \$500 and above. eg a quote with the suppliers name; printed webpage of the item showing supplier name and price.
- Include all Council fees and charges in the budget template below.
- The sponsorship is an appropriation by Council; there is no taxable supply to Council and no GST is payable on the funds paid by Council.
- The sponsorship by Council is GST Exempt.
- **It is compulsory for all applications to complete the Budget Expenses section of this form.**
- **Please see the [WMC Website](#) grants page for a Budget Example (scroll to the bottom of the page).**

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Definitions:

Contribution in kind:

A “contribution in kind” refers to a non-monetary contribution made to the applicant. Instead of giving money, Council provides goods, services, or other valuable assets. The value of the contribution in kind is assessed in monetary terms to understand its equivalent cash value.

Fee relief:

“Fee relief” refers to a reduction, waiver, or exemption from fees that are typically charged for a service, activity, or legal requirement.

Council fee relief & contribution in kind

- Council's fees and contributions in kind are added to other budget expenses to form the total project cost. These in kind fees are therefore included in the budget of all submissions (where applicable).
- Council does not provide free services or fee waivers. Services such as cleansing and waste, development application fees, temporary road closure, in-house design or printing and venues / sports ground hire fees etc, need to be included in this section of the application budget.
- Please see [Council's Fees and Charges](#) listed on WMC Website.
- You must obtain a quote for Council fee relief and contribution in kind from Council, strictly, prior to submission of this application. Contact grants@woollahra.nsw.gov.au with a breakdown of items at least two weeks prior to submission.

Description of Council fee or contribution in kind	\$
	\$
	\$
	\$

Council's fee relief (includes contribution in kind) - Total

Total amount of Council fees/ contribution in kind:

\$

This number/amount is calculated.
(Auto calculated)

Please upload the quote(s) received from Council relating to fee relief and contribution in kind

Attach a file:

Quotes must be submitted for all of Council's fees and contributions in kind (no matter the value).

Budget Expenses

Please note:

- If your application is successful, any variances in use of Council funds for expenses identified in this application must be pre-approved.

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- Do not include Council's fees and Services in this section, which have already been costed above.
- **If you are registered for GST:** Items should be GST exclusive.
- **If you are not registered for GST:** Items should include GST.
- Due to the limited funds available, some projects are partially funded. For this reason we will ask you to indicate if partial funding is possible for your project to proceed.

Expenditure Description	Supplier name	Expenditure Amount (\$)	Is this item essential for the project to proceed? (yes or no)	Please attach evidence of pricing or quotes for expenditure (cost) items over \$500
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		\$		
		\$		
		\$		
		\$		

Would your project be able to proceed with partial funding *

Yes No

Budget Expenses Total (not including Council's fee relief or contribution in kind)

Total amount

\$

This number/amount is calculated.

Budget Income

Please list all income that will contribute to this project:

Examples of income includes:

- Woollahra Council Outgoing Sponsorship funds requested in this application.
- Grants from other organisations.
- Donations and other financial sponsorships.
- Participation fees from attendees.

Income Source	Funding Status	Income Amount (\$)	Notes:
Income source examples: Council, ticket sales, other grant funding.			
		\$	
		\$	
		\$	

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		\$	
		\$	

Budget Totals

Total Income Amount

\$

This number/amount is calculated.
(Auto calculated) Includes requested sponsorship funds from Council and other income sources.

Total Amount Expenditure and Council fees

This number/amount is calculated.
(Auto calculated) Includes Council's fees (if applicable) and other expenses.

Income minus Expenditure/ Council fees *

\$

This amount is auto calculated and should equal zero.

Funding requested

Total Amount Requested: *

\$

Must be a dollar amount and no more than \$20,000

Total Project Cost (Total Expenditure + Council fees):

\$

This number/amount is calculated.

Have you/ your project previously received grant funding from Woollahra Council? *

Yes No

Please indicate previous grant funding received (you can select more than one).

- No
- 2024/25 funding round
- 2023/24 funding round
- 2022/23 funding round
- 2021/22 funding round
- 2020 or prior funding rounds
- Unknown

Partners/Sponsors Support

Have you secured or are you working towards partnering with other businesses, groups, sponsors or funding agencies? *

- Yes
 No

Please list any other contributions in kind from other businesses, groups or sponsors. *

Must be no more than 150 words.

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A “contribution in kind” refers to a non-monetary contributions such as donated goods, services, volunteer labour, free use of equipment etc.

Please provide a letter of support for any secured partners here:

Attach a file:

Certification and Feedback

* indicates a required field

Certification

I certify that to the best of my knowledge the statements made within this application are true and correct, and I understand that if I am approved for this sponsorship, I will be required to accept the terms and conditions of the sponsorship as outlined in the letter of approval, including acknowledging the funding provided by Woollahra Council in all promotional material. I also understand that if I am applying on behalf of an organisation, I have sought and can confirm approval from an appropriately authorised person in the organisation.

I agree *

Yes

No

Name *

Title

First Name

Last Name

Date *

Must be a date

Applicant Feedback

You are nearing the end of the application process. Before you review your application and click the **SUBMIT** button please take a few moments to provide some feedback.

How did you find out about our Outgoing Sponsorship Program? *

Word count:

Must be no more than 100 words.

Did you find this application easy or difficult to complete? Please provide reasons in your answer: *

Must be no more than 100 words.

How many minutes in total did it take you to complete this application? *

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Estimate in minutes i.e. 1 hour = 60

Please provide us with your suggestions about any improvements and/or additions to the application process/form that you think we need to consider:

Word count:

Must be no more than 150 words.