

Major Event Sponsorship Application Form 2025/2026 - Round 1

Form Preview

Background and Funding

Major Event Sponsorship Program

Funding will be provided for major events held in the City of Launceston municipality, where local, intrastate, interstate and potentially international attendees are the main audience. These events will deliver an inclusive experience, encouraging community participation, creativity, and will build community spirit, foster pride and a sense of place. They will also deliver tourism and economic returns to the Launceston community, building the profile and reputation of Launceston as a great place to live, visit and invest. Applications can be made for funding under one of two sponsorship levels.

Level 1 - up to \$12,500 (+GST if applicable).

Would typically be an event held in the City of Launceston municipality attracting audiences from our local area and intrastate.

Level 2 - up to \$20,000 (+GST if applicable).

Would typically be an event held in the City of Launceston municipality attracting larger audiences from our local area, intrastate, interstate and/or overseas.

Applicants who meet the eligibility and assessment criteria are not guaranteed funding as we can receive more funding applications than we can support. The success of an application is determined by its merits against the assessment criteria below and in competition with other submissions.

Program Strategic Alignment

The City of Launceston Event Sponsorship Program has been developed to align with the following Council endorsed strategies.

[City of Launceston Events Strategy 2016-2019](#)

[City of Launceston Strategic Plan 2014-2024](#)

Event Eligibility

* indicates a required field

Before completing an application form, please ensure you have read the Major Event Sponsorship Guidelines available on our website. Your application must comply with all specified guidelines.

We suggest you discuss your event with our Grants and Sponsorship Officer to determine your eligibility for funding.

Grants & Sponsorship Officer Liveable Communities **T 03 6323 3380**
grants.sponsorship@launceston.tas.gov.au

Eligibility

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The questions below MUST be completed prior to proceeding.

Your organisation/group is an incorporated association, cooperative, trust, proprietary or public company, partnership or sole trader with an Australian Business Number (ABN)? *

☐ True ☐ False

If FALSE, your organisation/group is an unincorporated association that is being auspiced by an incorporated entity *

☐ True ☐ False ☐ N/A

Your organisation/group does NOT have a long term outstanding debt to the City of Launceston *

☐ True ☐ False

If FALSE, please contact the Grants and Sponsorship Officer to discuss your situation.

The event or elements of the event will be held in the City of Launceston municipality *

☐ True ☐ False

Your organisation/group will be able to obtain the appropriate insurance for the event *

☐ True ☐ False

For example public liability insurance equal to or in excess of \$10,000,000

Your organisation/group has NOT received funding for the event from another City of Launceston grant or sponsorship program *

☐ True ☐ False

e.g. Community Grant, Conference Incentive or Special Event Funding

Your organisation/group has satisfied all conditions of any previous City of Launceston grants or sponsorships e.g. reporting requirements have been met

☐ True ☐ False

The event is eligible for funding support under the Major Event Sponsorship Guidelines *

☐ True ☐ False

*Types of events not supported by the Major Event Sponsorship Program

If you answered 'FALSE' to any of the above eligibility questions you may be ineligible to receive funding support. Please contact the Grants and Sponsorship Officer on 03 6323 3351 or grants.sponsorship@launceston.tas.gov.au to discuss your eligibility prior to the further completion of this application.

Summary Details

* indicates a required field

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**Applicant Organisation/
Group Name ***

Total Amount Requested *

\$

What is the total financial support you are requesting in this application?

Event Name *

Event Start Date *

Event End Date *

Event Location *

If the event is held entirely outside Launceston municipality, you are ineligible to apply under this program

Contact Details

* indicates a required field

Applicant Organisation Details

Applicant Organisation/Group Name *

Organisation Name

Primary (Physical) Address *

Address

Suburb State Postcode

Must be an Australian post code

Postal Address (if different from above)

Address

Suburb State Postcode

Must be an Australian post code

Applicant (Organisation) Website

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Must be a URL

Contact Person *

Title	First Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

Position held in Organisation *

Primary Phone Number *

Must be an Australian phone number

Contact Mobile Phone Number

Must be an Australian phone number

Applicant Admin Contact Primary Email *

Must be an email address

Does your Organisation have an ABN? *

☐ Yes ☐ No

ABN *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN

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Auspice Organisation Details

Only complete this section if you are entering into an auspicing arrangement.

Auspice Organisation Name

Organisation Name

Auspice Primary Address

Address

Suburb State Postcode

Must be an Australian post code

Auspice Postal Address (if different from above)

Address

Suburb State Postcode

Auspice Project Contact

Title First Name Last Name

Auspice Project Contact Position

Auspice Project Contact Primary Phone Number

Must be an Australian phone number

Auspice Project Contact Primary Email

Must be an email address

Does the Auspice Organisation have an ABN Number?

☐ Yes ☐ No

Please attach signed certification letter by Office Bearer of Auspice Organisation

Attach a file:

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President, Chair, Secretary or Treasurer. Letter must include, name, position, signature and date. Max 25mb

Auspice ABN

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN

Organisation/Group Background

* indicates a required field

How long has your organisation or group been operating? *

This can be an approximation

What is the primary purpose of your organisation? *

Word count:

No more than 200 words

Number of active members *

Active members are members who regularly attend meetings and participate in projects/events

Number of paid employees *

Must be a number.

This could be casual, part-time, full-time or contract employees.

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Number of volunteers *

Must be a number.

Does your organisation or group have previous experience in delivering or managing events? *

☐ Yes ☐ No

If yes, please list the events your organisation or group has delivered or managed previously?

List the name of the events and years involved. If 'no' type N/A

Event Details

* indicates a required field

Event Overview

Provide a brief description of your event *

Word count:

Answer to be between 50 and 250 words

Is this a new annual event or an existing event? *

☐ New ☐ Existing

A new annual event not held before in the City of Launceston municipality

How long has the event been running? *

Will this event be delivered to another area of Tasmania? *

☐ Yes ☐ No

If yes, where will it be held?

Word count:

No more than 150 words

Event Attendance

Estimated number of attendees planned for this event? *

Must be a number

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Of the estimated number of attendees, how many will attend from?

Our Local Area (Launceston)? *

Must be a number.
'0' if not applicable

Intrastate? *

Must be a number.
'0' if not applicable

Interstate? *

Must be a number.
'0' if not applicable

Overseas? *

Must be a number.
'0' if not applicable

How many people attended last year? *

'0' if not applicable. If not a ticketed event, this can be an approximation

Of the number of attendees how many people attended from:

If not a ticketed event, this can be an approximation.

Our Local Area (Launceston)? *

Must be a number.
'0' if not applicable

Intrastate? *

Must be a number.
'0' if not applicable

Interstate? *

Must be a number.
'0' if not applicable

Overseas? *

Must be a number.
'0' if not applicable

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What is your target audience for the event?

*

Word count:
No more than 150 words

General Event Information

What are the planned activities for the event?

*

Word count:
Answer to be between 50 and 300 words

If an existing event, what new elements are being introduced to this year's event?

*

Word count:
No more than 300 words. N/A if new event.

Are any elements of the event being held outside the Launceston municipality?

*

☐ Yes ☐ No

If yes, please outline these activities and the anticipated number of attendees.

Word count:
No more than 250 words

What are the planned outcomes for the event?

*

Word count:
Answer to be between 50 and 250 words

How will the Launceston community benefit from this event?

*

Word count:
Answer to be between 50 and 250 words

How will you measure the success of the event?

*

Word count:
Answer to be between 50 and 250 words

Assessment Criteria

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* indicates a required field

Event Strategic Alignment

The Major Event Sponsorship Program aligns to the following goals within the [City of Launceston Event's Strategy 2016-2019](#).

Goal 1 - Economic, Tourism and Profile Goal 2 - Community, Social and Lifestyle Goal 3 - Asset Usage Key Measures of Success

- High levels of community participation, engagement and satisfaction with events.
- Community pride and sense of place.
- An increase in the number of events generating a significant impact including:
 - An increase in the number of event visitors;
 - Increased length of stay and economic yield (measured by accommodation occupancy, visitor numbers and likely spend per visitor).
- An increased profile and positive exposure for Launceston.
- High levels of satisfaction of event organisers and event visitors.
- A diverse calendar of events throughout the year, including winter.
- Increased usage and economic yield from City of Launceston's event venues.

Your responses to the following assessment criteria will be assessed and scored by the Event Sponsorship Assessment Panel.

Participation - Enables social connections to take place within the community, including volunteering and participation opportunities.

How will this event enable social connections to take place within the community?

*

Word count:

Answer to be between 50 and 250 words

What participation opportunities will be available for the community to be involved in this event (including partnerships and volunteering)? *

Word count:

Answer to be between 100 and 350 words

How many volunteers will be utilised? *

Must be a number.

Creativity and Innovation - Encourages and supports creativity, innovation and local talent.

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How will the event encourage and support creativity and innovation? *

Word count:

Answer to be between 50 and 250 words

Will the event utilise local talent? *

☐ Yes ☐ No ☐ N/A

If yes, how will they be utilised? *

Type N/A if not applicable

Community Spirit - Building community spirit, pride and a sense of place.

How will this event build community spirit, foster pride and enhance Launceston's identity? *

Word count:

Answer to be between 100 and 350 words

Economic - Demonstrates positive economic benefits through visitor spend, employment and/or investment.

For those who are attending from outside Launceston, what will their average length of stay be in Launceston? *

How many visitor bed nights (paid accommodation) will the event generate? *

Must be a number.

Using the visitor bed nights (you supplied in the previous question) the estimated visitor spend is automatically calculated:

\$

This number/amount is calculated.

using \$229, the average spend per night for interstate visitors (source: Tasmanian Visitor Snapshot Year Ending Sept 2017, Tourism Tasmania)

How many paid employees will be utilised for the event?

Paid Employees (Casual, Permanent or Contract)? *

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Must be a number.
'0' if not applicable

Will local businesses be utilised for the delivery of services/products to this event? *

☐ Yes ☐ No ☐ N/A

If yes, estimated dollar value of these services/products? *

\$

Must be a dollar amount.
Type \$0 if not applicable

Will an investment be made in infrastructure for the event? *

☐ Yes ☐ No ☐ N/A

e.g. staging/marquees etc.

If yes, what is the estimated value of that investment? *

\$

Must be a dollar amount.
Type \$0 if not applicable

Is additional financial funding being sought to support the event from other funding bodies? *

☐ Government ☐ Corporate (Business) ☐ Foundation ☐ Other ☐ No

At least 1 choice and no more than 4 choices may be selected.

Please outline what additional funding has been applied for: (if you answered NO to the previous question please leave this blank)

Organisation

Organisation Name

Amount

\$

Must be a dollar amount.

This funding application:

- ☐ has been successful
☐ is still being assessed
☐ was unsuccessful

Organisation

Organisation Name

Amount

\$

Must be a dollar amount.

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This funding application:

- ☐ has been successful
- ☐ is still being assessed
- ☐ was unsuccessful

Organisation

Organisation Name

Amount

\$

Must be a dollar amount.

This funding application:

- ☐ has been successful
- ☐ is still being assessed
- ☐ was unsuccessful

Organisation

Organisation Name

Amount

\$

Must be a dollar amount.

This funding application:

- ☐ has been successful
- ☐ is still being assessed
- ☐ was unsuccessful

Tourism and profile - Demonstrates positive tourism benefits, through the promotion of Launceston and the region, building our profile and reputation.

What marketing tools will be utilised to promote the event? *

- ☐ Newspaper ☐ Television ☐ Radio ☐ Event Website ☐ Facebook ☐ Instagram ☐ Twitter ☐ Australian Tourism Data Warehouse ☐ Other

What strategies will be utilised via the above avenues to attract intrastate and interstate attendees to the event? *

Word count:

Answer to be between 50 and 250 words

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How will this event enhance the experience of Launceston as a unique destination for visitors? *

Word count:

Answer to be between 50 and 250 words

What partnerships/itineraries will be created to enhance the visitor experience? *

Word count:

Answer to be between 50 and 250 words. (e.g. restaurant packages, partnering with other events, tourism operators/accommodations providers).

Does this event clash or conflict with other events in the calendar? *

☐ Yes ☐ No

If yes, what would be the potential impact on this event?

Asset Usage - Utilises and activates community assets including cultural, entertainment, sport and recreation venues, including City of Launceston owned and operated assets.

Will any other spaces, buildings or areas within the Launceston municipality be utilised other than the main event location? *

☐ Yes ☐ No

If yes, please outline what will be utilised, including any City of Launceston owned assets. *

Word count:

No more than 200 words. Type N/A if not applicable

New Event Additional Assessment Criteria

New Events

To encourage new annual events, bonus points are available for applications for new events.

A new annual event is an event that has not been held within the City of Launceston municipality previously.

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Answer the additional assessment criteria below to be eligible to receive bonus points and increase your application's chance of securing funding. Your answer will be assessed by the Event Sponsorship Assessment Panel and awarded bonus points on merit.

Applications for new events that do not complete this section will be ineligible to receive bonus points.

Development - Demonstrates a vision for growth and sustainability

What strategies do you have in place to ensure the event's sustainability and how do you plan to grow and develop the event in the future?

Word count:

Answer to be between 50 and 250 words

Required Information

* indicates a required field

Funding

Total Event Cost *

What is the total budgeted cost (dollars) of your event?

If your organisation/group is recommended a funding amount less than the amount you are requesting, could you still proceed with this event? *

☐ Yes

☐ No

Note: If your application is successful, provision of the full amount requested does not regularly occur. Often partial funding of the requested amount is provided.

Please provide further information as to why your organisation/group may or may not be able to proceed. *

Budget (GST Exclusive)

Please complete the budget template below or attach a budget document for the event, outlining both income and expenditure for the event.

IMPORTANT INFORMATION

- A clear detailed budget will allow the assessment panel to better understand the event;
- Please indicate in the budget, by using ** what the requested Council funding will be used for;

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- Please account for all expenses and income, financial and in-kind, include clear item descriptions;
- Please include all in-kind or other sponsorship/grant support in the income statement, including the amount requested from the City of Launceston;
- Applicants should include City of Launceston costs (i.e. road closures, permits, etc) as part of their application budget, however payment of any costs associated with the event will be the responsibility of the applicant;
- If your organisation **is** registered for GST, please provide **GST exclusive** amounts in the budget. The City of Launceston will add **GST** to the amount funded, should this application be successful. If your organisation is not registered for GST, expenses should include GST where applicable.

Example of an event budget

Income\$Expenditure\$

Council funding\$7000Staff wages\$5500

Other sponsorship\$8000Production**\$6000

Volunteer hours - 50 hours @ \$20 per hour\$1000Marketing\$3500

Council permits/licenses**\$1000

Total\$16000Total\$16000

GST

If your organisation **is** registered for GST, please provide **GST exclusive** amounts in your budget. The City of Launceston will add GST to the amount funded, should your application be successful.

If your organisation **is not** registered for GST, your expenses should **include GST** where applicable.

Income	\$	Expenditure	\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$

Please upload the event budget if not completing the above template.

Attach a file:

Maximum 25mb per file to upload. Recommended no more than 5mb per to upload.

If income/expenditure do not match in the budget please explain (i.e. profit/loss) *

Word count:

Must be no more than 150 words.

Type N/A if not applicable

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Project Plan

The project plan will inform the assessment panel of the following information:

- The proposed start date for event planning;
- Key milestones throughout the event planning;
- The proposed end date of the event.

For example:

MonthActivity

FebruaryForm steering committee and begin planning process

February - May

- Steering committee meet fortnightly to plan the event
- Contact the City of Launceston Event Facilitation Officer regarding permit/licensing requirements for event and submit relevant applications for permits/licences

April

- Ensure all permits have been completed
- Hold event

May - June

- Debrief meeting held with steering committee
- Prepare acquittal reports

You are encouraged to provide as much detail as possible, as this information will be used by the assessment panel to assess your ability to achieve the aims and outcomes of the event.

Month and Activity

Word count:

Should be between 50 and 200 words

Month and Activity

Word count:

Should be between 50 and 200 words

Month and Activity

Word count:

Should be between 50 and 200 words

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Month and Activity

Word count:

Should be between 50 and 200 words

Please upload your project plan if not completing the template above.

Attach a file:

Maximum 25 mb per file to upload. Recommended no more than 5mb per file to upload.

Event Sponsorship Prospectus

Please attach the Event Sponsorship Prospectus.

Attach a file:

Maximum 25 mb per file to upload. Recommended no more than 5mb per file to upload.

Where will the City of Launceston fit within your sponsorship hierarchy?

Additional Information

Smoke Free Areas

In all situations where a Place of Assembly licence is required under the *Public Health Act 1997* the event must be smoke free. If the event is held within City of Launceston public spaces, Council policy encourages the event to be smoke free.

The Department of Health and Human Services have published [Smoke Free Public Events - A Guide for Event Organisers](#).

Have you reviewed the Smoke Free Public Events - A Guide for Event Organisers?

☐ Yes

☐ No

Risk Management and Community Care

You may be required to provide a risk management plan if the event:

- is to be held on land or facilities owned or controlled by the City of Launceston,

and/or

- should the event require a Place of Assembly license.

If required, this will be requested after the application process.

Community Care

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City of Launceston is committed to encouraging the involvement of young people and children in Community activities. If you are successful in receiving support from City of Launceston, and your activity involves people under the age of 18, you will be obligated to abide by any relevant laws and regulations that apply in Tasmania or other jurisdictions where the supported activity is taking place.

Details on the requirements in Tasmania are available at: <https://cbos.tas.gov.au/topics/licensing-and-registration/registrations/work-with-vulnerable-people>

Environmental Sustainability

The City of Launceston encourages sustainable waste management and environmentally sustainable practices for events.

City of Launceston adopted a policy to phase out single use plastics at Council sponsored events, by 2022. **No single use plastics are to be used at both sponsored and non-sponsored events from 1 January 2022 onwards.** Approved single use compostable packaging or reusable packaging will be permitted.

You may be required to provide a Waste Management Plan for this event, this will be requested **after** the Sponsorship Funding Application process.

Two useful guides for waste and environmental sustainable practices are:

- Re-think Waste Tasmania - [A Guide to Preparing an Event Waste Management Plan](#)
- The Environment Protection Authority - [Sustainable Event Guidelines](#)

If you have any queries regarding The City of Launceston Council Waste Management expectations or completing the Waste Management Plan, please contact;

Michael Attard - T. 03 63233394, E. michael.attard@launceston.tas.gov.au

Supporting Information

The file upload option is available only should you wish to provide additional information to support your application. PROVISION OF ADDITIONAL SUPPORTING INFORMATION IS NOT A REQUIREMENT.

Additional information to support your application

Attach a file:

Maximum 25 mb per file uploaded. Recommended no more than 5mb per file uploaded.

Feedback, Review and Submit

* indicates a required field

Certification

This **MUST** be completed by the applicant organisation/group.

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I certify that to the best of my knowledge the statements made within this application are true and correct, and I understand that if the City of Launceston approves funding for the Event Sponsorship, I will be required to accept the terms and conditions as outlined in a funding agreement.

We agree *

☐ Yes

☐ No

Certification must be agreed to by two representatives of the Applicant Organisation

1. Name (Chair or President) *

Title

First Name

Last Name

Position *

2. Name (Secretary or Treasurer) *

Title

First Name

Last Name

Position *

Date *

Must be a date

Personal Information Protection Statement

As required under the *Personal Information Protection Act 2004*

1.

Personal information is managed in accordance with the Personal Information Protection Act 2004 and may be accessed by the individual to whom it relates, on request to City of Launceston.

2.

Your personal information is being collected to enable the City of Launceston to assess your application and contact you if required. Your information may be shared with relevant Council Officers and the Event Sponsorship Assessment Panel. Information can be used for other purposes permitted by the Local Government Act 1993 and regulations made by or under that Act, and, if necessary, may be disclosed to other public sector bodies, agents or contractors of City of Launceston, in accordance with Council's Personal Information Protection Policy (17-Plx-005).

3.

Failure to provide this information may result in your application not being able to be accepted or processed.

Feedback - Optional

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You are now coming to the end of the application process and before you **REVIEW** and click the **SUBMIT** button please take a few moments to provide some feedback.

We value any feedback you may have regarding the online event sponsorship application process.

Please indicate how you found the online application process:

☐ Very easy ☐ Easy ☐ Neither ☐ Difficult ☐ Very difficult

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

Please estimate in minutes e.g. 1 hour = 60 minutes

Please suggest improvements to the application process/form:

No more than 100 words.