

Small Event Sponsorship 2025/2026 - Round 1

Form Preview

Background and Funding

Small Event Sponsorship Program

Funding will be provided for small community events held in the Launceston municipality where the local community is 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. Small community events will support a diverse major events calendar and will contribute to making Launceston a desirable place to live, work and invest.

Applications for sponsorship can be made for up to \$5,000 (+GST if applicable).

Applicants who meet the eligibility and assessment criteria are not guaranteed funding as often more funding applications are received than can be supported. The success of an application is determined on merit against the assessment criteria 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 Small Event Sponsorship Guidelines available on our website. Your application must comply with all specified guidelines.

We suggest you discuss the event with our Grants and Sponsorship Officer to further determine your organisation/group's eligibility for funding.

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

Eligibility

The questions below MUST be completed prior to proceeding.

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

☐ True

☐ False

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If FALSE, your organisation/group is an unincorporated association without an Australian Business Number (ABN) that is being auspiced by an incorporated entity with an ABN? *

☐ True ☐ False ☐ N/A

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

☐ True ☐ False

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 this event *

☐ True ☐ False

Such as: volunteers, professional indemnity, public liability (\$10,000,000)

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

☐ True ☐ False

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

Your organisation has met all conditions of any previous City of Launceston grants or sponsorships eg. reporting requirements have been met *

☐ True ☐ False

This event is eligible for funding support under the Small Event Sponsorship Guidelines *

☐ True ☐ False

See guidelines for the types of events not supported by the Small 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 3380 or grants.sponsorship@launceston.tas.gov.au to discuss eligibility, prior to the further completion of this application.

Summary Details

* indicates a required field

**Applicant organisation/
group name ***

Total Amount Requested *

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

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Event Name *

Event Start Date *

Event End Date *

Event Location *

If the event is held entirely outside the 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

Must be a URL

Contact Person *

Title

First Name

Last Name

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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

Auspice Organisation Details

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

Auspice Organisation Name

Organisation Name

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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:

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

Auspice ABN

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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.

Number of volunteers *

Must be a number.

Does your organisation or group have previous

☐ Yes ☐ No

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experience in delivering or managing events? *

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

Event Details

* indicates a required field

Event Overview

Provide a brief description of the 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 ☐ N/A

If yes, where will it be held?

Word count:

No more than 150 words.

Event Attendance

Estimated number of attendees planned for this event? *

How many people attended last year? *

N/A if not applicable. If not a ticketed event, this can be an approximation.

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What is the 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 250 words

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

*

Word count:
Answer to be between 50 and 250 words. N/A if new event.

Are any elements of the event being held outside the City of 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 this 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 the success of the event be measured?

*

Word count:
Answer to be between 50 and 250 words

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

*

☐ Yes ☐ No

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

Word count:

Answer to be between 50 and 250 words

Assessment Criteria

* indicates a required field

Event Strategic Alignment

The Small Event Sponsorship Program aligns with the following goals within the [City of Launceston Events Strategy 2016-2019](#).

Goal 2 - Community, social and lifestyle Goal 3 - Asset usage

Measures of Success

- A diverse calendar of community-focused events throughout the year, catering for a large section of the community.
- High levels of community participation, engagement and satisfaction with events.
- Community pride and sense of belonging.
- Increased usage and economic yield for City of Launceston event venues.

Your responses to the following assessment criteria will be assessed by the Event Sponsorship 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 500 words

How many volunteers will be utilised? *

Must be a number.

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

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

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 - Builds 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

Inclusiveness - Inclusive and accessible to residents within our community.

How will this event provide an accessible and inclusive experience to the community? *

Word count:

Answer to be between 50 and 350 words

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? *

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Word count:

No more than 200 word. Enter 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.

Answer the additional assessment criteria below to be eligible to receive bonus points. Your answer will be assessed by the Event Sponsorship Assessment Panel and awarded points on merit.

Applications for new events that do not complete this section will be ineligible for 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 to you plan to grow and develop the event into 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 have requested, could you still proceed with your 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.

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

Word count:

Answer to be between 50 and 150 words

Budget (GST Exclusive)

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

IMPORTANT INFORMATION

- A clear detailed budget will allow the assessment panel to better understand this event;
- Account for all expenses and income, financial and in-kind, include clear item descriptions;
- Include all in-kind or other sponsorship/grant support in your income, including the amount requested from the City of Launceston;
- Include City of Launceston costs (i.e. road closures, permits, etc) as part of your application budget, however payment of any costs associated with the event will be the responsibility of the applicant;
- Please indicate in the budget, by using ** what the requested Council funding will be used for;
- 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 your 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\$2500Staff wages\$1000

Other sponsorship\$1500Production**\$2500

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

Council permits/licenses\$500

Total\$5000Total\$5000

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	\$
	\$		\$
	\$		\$
	\$		\$

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	\$		\$
	\$		\$
	\$		\$

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

Attach a file:

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

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

*

Word count:

No more than 150 words. Type N/A if not applicable

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

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Word count:
Should be between 50 and 200 words

Month and Activity

Word count:
Should to 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

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

Attach a file:

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

Additional Information

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](#)

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- 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

Smoke Free Areas

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

Permits & Licences/Risk Management and Community Care

Permits & Licences/Risk Management

You must ensure you obtain all permits/licences (relevant to the particular event) within required timeframes (e.g. road closures, Temporary Occupancy Permits, liquor licence). It is your responsibility to ensure you have fully disclosed all details of your event in order to obtain the necessary permits.

Please note, the approval of your Event Sponsorship Application **does not** constitute an approval to use any Council land or spaces for your event. Event organisers must ensure these permissions/approvals are to be obtained.

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

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

and/or

- should the event require a place of assembly licence.

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

Please contact City of Launceston Events Facilitation Officer who can provide guidance and assistance to you for your event.

T 03 6323 3380

Community Care

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.

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

Supporting Information

The file upload option is available 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 25mb per file for upload. Recommended no more than 5mb per file for upload.

Feedback, Review and Submit

* indicates a required field

Certification

This MUST be completed by the applicant organisation/group.

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 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 *

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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

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.