

Event Sponsorship Program Form- Round 2 FY 2024-25

Form Preview

Important Information

* indicates a required field

Summary of Event Sponsorship Program

This round of funding is for activities taking place between 1 July and 31 December 2025.

Funding level- Tier 2: up to \$10,000 or Tier 3: up to \$15,000.

This category supports large scale events and festivals that have widespread appeal, drive visitation and stimulate economic growth that will contribute to the vibrancy to municipality of Alice Springs.

This category is a competitive program, regularly receiving more applications than it can support. All applications are assessed against eligibility criteria and outcomes for applicants are determined by the strength of the application, alignment to the program objectives and priority pillars outlined in the Alice Springs Livability and Sustainability 2030 plan.

Sponsored events are required to deliver benefits in recognition of the Alice Springs Town Council support. The benefits are required to be equal to the value of the sponsorship investment, and may include benefits such as brand exposure, marketing and digital advertising, activations, signage and add the project to ASTC online calendar.

Eligibility

Please read the [Community Support Guidelines](#) which are available on the Alice Springs Town Council website, before completing the application form.

Applicant must:

- be a *Not-For-Profit* community group, organization or a school*
- be incorporated or auspiced*
- have an Australian Business Number (ABN)
- meet in the Alice Springs municipality
- show that the grant will substantially benefit residents of Alice Springs
- hold current Public Liability insurance for minimum \$20 million at the time of application (this item *cannot* be funded with this grant/sponsorship)
- have satisfactorily acquitted previous funding received by Alice Springs Town Council.

*Auspice applicants must obtain letter of agreement from the auspice organization.

Have your organization previously received ASTC community grant or event sponsorship? *

- ☐ Yes
☐ No

Assessment Criteria

Council assesses each application on its merits.

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Eligible applications will be assessed using the questions and criteria listed below. The percentage weightings are provided as a guide to the importance of each question in the assessment process.

Event Profile (30%)

Realistic Objectives (20%)

Strategic Alignment (20%)

Budget (20%)

Environmental and Accessibility Considerations (10%)

Applicant Details

* indicates a required field

Organisation Details

Organisation name *

Organisation Name

Organisation Address *

Address

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.

Primary Website *

Must be a URL.

What is the purpose of your organization? *

Word count:

Please provide a short statement describing your organisation/ groups reason for being.

Contact Details

Note that any emails automatically generated by SmartyGrants will be sent to the email listed as the User (i.e. the email used to login) for this application

Applicant *

First Name

Last Name

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Position held in organisation *

Eg. Manager, Board Member, Secretary

Primary Address *

Address

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.

Phone Number *

Primary Email *

Secondary email address *

This email address will be used for correspondence if we cannot make contact with you using your email address provided above.

Incorporation Association Status

Is your group or organization incorporated? *

☐ Yes ☐ No - we are auspiced

If your group is not incorporated you require an incorporated association (auspice organisation), to manage the grant funds on your behalf.

Incorporation Number

Please provide your Incorporation Number

Australian Company Number (ACN), Indigenous Corporation Number (ICN)

ABN Details

Does your organisation have an ABN? *

☐ Yes (applicant must provide ABN details below) ☐ No

If your organisation does not have an ABN you are required to provide an ATO 'Statement of Supplier' form

Applicant 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

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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

Statement by Supplier Form

If you do not have an ABN, please submit a completed ATO Statement by Supplier Form* with the application.

Such form can be downloaded from Australian Tax Office [website](#). **NOTE:** Form must be completed in the name of the group / organization applying for the grant and not the individual completing the application form.

Attach a file:

Public Liability Insurance

Public Liability Insurance cost *cannot be funded* by this ASTC grant.

If you do not have a current Public Liability Insurance at the time of applying, you must include a quote as part of your application.

If your application is successful, in order to receive funds you will need to supply a copy of Public Liability Insurance certificate with your signed grant agreement.

Does your organization have Public Liability Insurance? *

☐ Yes ☐ No

Please attach a current Public Liability Insurance Certificate or a quote *

Attach a file:

If you selected 'Yes' please attach a copy of your current Public Liability Insurance. If you selected "No" please attach a copy of a quote for Public Liability Insurance. Minimum of \$20 million public liability insurance is required.

Auspice

* indicates a required field

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Auspice organisation

It is the responsibility of the organisation being auspiced to ensure that a clear agreement is reached before applying for funding.

If your grant application is successful your auspice organisation will be responsible for:

- Signing the grant agreement
- All legal and financial responsibility of the grant on your organization's behalf
- Receiving and distributing grant funds under the grant agreement
- Ensuring all grant activities or events are completed
- Ensuring financial acquittals are submitted on your organisations behalf.

Signed certification letter from Auspice Organisation *

Attach a file:

Name of Auspice Organisation *

Auspice Primary Address *

Address

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.

Primary Auspice Contact *

First Name

Last Name

Position in the Organisation *

For example: CEO, Manager.

Auspice Phone Number *

Must be an Australian phone number.

Auspice Email Address *

Auspice Website *

Must be a URL

Auspice Organisations Incorporation Number *

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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.

Project Details

* indicates a required field

Key Project Information

Event Name *

What level of funding are you applying for? *

- ☐ Tier 2: (\$5,001 - \$10,000)
☐ Tier 3: (\$10,001 - \$15,000)

Refer to page 9 of Community Support Guidelines

Project start date: *

Must be a date and between 1/7/2025 and 31/12/2025.

Project end date: *

Must be a date and between 1/7/2025 and 31/12/2025.

How many times has this event been delivered? *

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If this program or event hasn't been delivered before, your answer should be 0.

How many people do you expect will attend your event? *

Word count:

Provide a brief project description - do not use dot points *

Word count:

This statement will be used in reports, media statements and external communications related to this grant.

Project Objectives

Please indicate the objective/s your project aligns with: *

- ☐ Enhances social connectivity and partnerships
- ☐ Promotes accessibility, inclusion and diversity
- ☐ Enhances innovative opportunities for economic growth
- ☐ Improves community health, wellbeing and safety
- ☐ Actively promotes social cohesion and reconciliation

At least 1 choice must be selected.

What are the specific activities that will take place to achieve your stated objectives? *

Word count:

Dot points are recommended. Please include a timeline for activities taking place.

Strategic Alignment

Programs or events must align with Council's Priority areas listed in the pillars below. See guidelines and [Council's Strategic Plan 2030](#) for further information.

Please choose the strategic pillar/s that your event best aligns to? *

- ☐ Pillar 1: Livability
- ☐ Pillar 2: Safety
- ☐ Pillar 3: Environment
- ☐ Pillar 4: Economy

How will your event respond to the selected pillar/s? *

Word count:

Event Profile

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In this section it is important to address how your event aligns with your chosen tier of Event Sponsorship.

See guidelines for further information.

In dot points, please outline planned event activities and timeline? *

Word count:

Briefly list (bullet points) the specific activities that will take place, where they will take place and timeline.

How will the activity drive local, interstate and/or international visitation? *

Word count:

Ensure this matches guidelines for your your chosen funding tier (eg. Tier 2 or Tier 3).

What media and promotional outcomes will your event deliver for Council? *

Word count:

In this section, outline how you plan to recognise Council's funding contribution? Eg. marketing, event signage, posters, social media, radio interviews.

Community Benefit

How will this event benefit the community? *

Word count:

Community groups could include; Youth (12-25), Aboriginal and Torres Strait Islander communities, Lesbian, Gay, Bisexual plus, Transgender and gender diverse, Intersex, Queer, Asexual and Aromantic communities (LGBTIQA+), Seniors (65+), Women, People with disability, Multicultural communities.

What community groups, organizations or local contractors are you working with and how are you working together on this event? *

Word count:

Council encourages applicants to engage local professional contractors, including artists and performers in both the preparation and delivery of the event

Access and Inclusion

Applicants should endeavour to ensure that their activity will be accessible for people of all abilities.

Please outline below any accessibility and inclusion measures that the event will implement.

How will your project promote diversity, inclusion and equity? *

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Word count:

See guidelines for more information.

Environmental Sustainability

How will you minimize the environmental impact of the project? *

Word count:

See guidelines for more information.

Project Budget

* indicates a required field

Event Sponsorship Request

If you **are GST registered**, you will work with the full amount of the sponsorship and the additional 10% will be added to your approved funding amount to cover the tax on supply i.e.: funding of \$10,000 will be paid to you in amount of \$11,000.

If you are **not GST registered**, you will work with the full amount of the grant and no additional amounts will be paid.

Total sponsorship amount you are seeking? *

\$

Must be a dollar amount and between 5000 and 15000.

Total Event Cost: *

\$

Must be a dollar amount

Would you be open to accepting partial funding if it was offered? *

☐ Yes ☐ No

Council may decide to support your sponsorship request with a funding amount of less than the amount you have requested. This may be because some items you requested are listed in the guidelines under the heading of 'What will not be funded'. Or, in cases where sufficient funds are not available, Council may award a smaller amount than requested to show support for the project.

Would you be open to a three year term with funding discontinued thereafter? *

☐ Yes
☐ No

Please note: funding in years 2 and 3 will be progressively discounted. Refer to guidelines.

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What type of costs will this sponsorship cover?

*

- ☐ Materials purchase
- ☐ Equipment hire
- ☐ Temporary infrastructure hire
- ☐ Labor or specialized personnel hire
- ☐ Venue hire
- ☐ Talent or facilitator fees
- ☐ Marketing
- ☐ Merchandise
- ☐ Catering
- ☐ Auspice fee
- ☐ Other:

At least 1 choice must be selected.

Based on categories selected above, describe what this sponsorship will be spent on.

*

Word count:

Specify exactly how the money will be distributed.

Please indicate if you will be applying for Council In-Kind support for this event?

*

- ☐ Yes
- ☐ No
- ☐ Undecided

Project Income

Provide a complete Project budget using the table below. The project budget should be comprehensive and in line with the size and nature of the project.

Please note that lack of budget information may affect the consideration of your application. Your budget should include:

- Internal funds
- This grant
- Other grant funding or sponsorships
- Fundraising/donations
- Ticket sales
- In-kind contributions including ASTC support

GUIDE:

Provide clear descriptions for each budget item in the 'Income' columns.

Use the 'Status' column to describe if the funding is confirmed for each item.

Do not add commas to figures – e.g. type \$1000 not \$1,000 – this will ensure your figures for each table total correctly.

IMPORTANT:

In-Kind support is a contribution of goods or service other than money. Please include any in-kind support being provided.

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Example: [volunteer hours](#) are valued at \$46.62 per hour. Please include in notes the value and hours for volunteers. Eg. \$46.62 x 2 hours = \$93.24

Example: In-Kind equipment hire, free advertising etc.

Income Description	Amount (\$)	Status: is this funding confirmed?
Please indicate if any income is confirmed (C) or not confirmed (NC)	IMPORTANT: if you are GST registered= apply amounts exclusive of GST; if you are not GST registered= apply amount inclusive of GST	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	

Project Expenditure

GUIDE: Provide clear descriptions for each expenditure item in the 'Expenditure' columns.

Use the 'Source of funding for this item' column to indicate budget source for each item and to indicate what the ASTC grant money will be spent mark it "**This grant**".

Please do not add commas to figures - e.g. type \$1000 not \$1,000 - this will ensure your figures for each table total correctly.

IMPORTANT: Best practice is to **obtain quotes** early in planning and prior to submitting your application. We understand that there may be price fluctuations with some budget items, and therefore the amounts and attachments provided as evidence will be used more as a guideline for expenditure.

Such attachments are also an indication of research done to ensure feasibility of your project.

To check what cannot be funded by this sponsorship, please refer to [Community Support Guidelines](#) page 6.

Expenditure Description	Amount (\$)	Source of funding for this item
List expenditure by category eg. venue, talent fees, materials purchase, equipment hire, advertising	IMPORTANT: if you are GST registered= apply amounts exclusive of GST; if you are not GST registered= apply amount inclusive of GST	
	\$	
	\$	
	\$	

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	\$	
	\$	
	\$	
	\$	
	\$	

Budget Totals

The below totals are calculated from figures you have entered above.

Income - Expenditure = Balance

- The balance must equal 0 or you will not be able to submit. If your balances are not 0 please check your figures.*

Total Income Amount

\$

This number/amount is calculated.

Total Expenditure Amount

\$

This number/amount is calculated.

Total Balance

\$

This number/amount is calculated.

Budget Documentation

This is a space to make budget comments if you feel the assessors would benefit from further clarification of what you have written in your budget table above.

You may also attach a budget and other documents expanding on this section as supporting material, including quotes.

NOTE: Should your application be successful and in instance your approved grant expenditure value has changed by 20% or over, you must provide a Variation Request Letter to Council to approved those changes before you complete the project.

IMPORTANT: What will NOT be funded by this grant

- Projects, activities or events held outside of municipality of Alice Springs
- Projects, activities or events that do not align with Council's strategic goals
- Applicants that have not adequately acquitted previous Council grant funding
- An applicant that has already received Council funding (including in-kind) for the same project within the same financial year
- Funding requests for travel expenses, including accommodation and flights
- Staff wages and any operational costs, including insurance and ongoing administration costs
- Retrospective funding (projects that have already commenced or taken place)
- Religious or political activities that seek to convert
- Charity or fundraising activities
- School based activities that do not involve the wider community
- Infrastructure on, or for, property owned by the Northern Territory Government (e.g. Blatherskite Park, Olive Pink Reserve)
- Activities which are the direct responsibility of government departments

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Upload quotes and budget documentation for the project *

Attach a file:

A minimum of 1 file must be attached.

Supporting Documentation

Supporting Material:

If applicable, please attach any supporting material.

For example:

- recent examples of your work and/or that of the key personnel
- evidence of community support (e.g. a letter of support from a community organisation that may directly or indirectly benefit from and that shows an understanding of your event).
- summary of people involved in the activity
- other documentation or materials which will help the assessors understand your event.

Additional Information

Attach a file:

Declaration and Privacy Statement

* indicates a required field

Privacy Statement

The Alice Springs Town Council is committed to protecting your privacy. The information requested on this form is being collected by Alice Springs Town Council for the purpose of assisting with the management of applications for grants and sponsorship. All information collected is securely stored in SmartyGrants and Alice Springs Town Council computer systems. The personal information will be disclosed to assessment panel members for the purpose of assessing your application. It will not be disclosed to any other external party without your consent, unless required or authorized by law. Should you need to change or access your personal details, please contact Council on (08) 8950 0500 astc@astc.nt.gov.au.

You can [view the Alice Springs Town Council Privacy Policy](#) on our website.

By submitting an application you consent to Council publishing the successful applicant's name, project name and description and amount funded on our website. This information may also be used for promoting the Alice Springs Town Council's grant and sponsorship programs more generally.

Declaration

I certify that all details supplied in this application and in any attached documents are true and correct to the best of my knowledge, and that the application has been submitted with the full knowledge and agreement of the management of my organization/group. I have

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read the accompanying guidelines for applicants provided with this application form. I agree that I will contact the Alice Springs Town Council immediately if any information provided in this application changes or is incorrect.

I agree to the above terms and conditions *

☐ Yes

Authorised Person's Name *

Title

First Name

Last Name

Position held *

Date of declaration *