



## GUIDE NO.10

# Sponsorship and grants

**Sponsorship of community events and festivals has benefits for communities, as well as organisations and businesses in the local area.**

## HOW TO SECURE SPONSORS

You have to ask!!! A sponsorship proposal is the most comprehensive and professional approach to seeking sponsorship involvement from business. A sponsorship proposal should clearly:

- Highlight the various aspects of the event;
- List the benefits for the business of being associated with the event;
- List what you want and why (for example printing of programs to promote the event widely to the community);
- Indicate how much support (financial or in-kind) you are seeking;
- Indicate if there are various levels of sponsorship available (for example platinum, gold, silver);
- Present the proposal as an attractive proposition for any potential sponsor (typed and either stapled or bound);
- Try not to make the proposal too long or the person reading it could lose interest; and
- Personally deliver or mail the proposal, but ensure it is followed up with a telephone call within a week of sending if you have not had a reply. The most successful sponsorship proposals clearly link the event with the sponsor through identifying common goals. Remember it is usually easier to gain product or in-kind sponsorship than cash. So look at your event carefully and see where savings can be made through this kind of sponsorship.

## HOW TO MAINTAIN

- Keep sponsors informed at all times, particularly any changes to agreed arrangements (or unforeseen circumstances that affect your event/activity)
- Take care of your sponsors – attend to all their requirements as soon as they are identified – small details are important!

- Be creative, flexible and innovative in sponsorship ideas and sponsor benefits
- Be aware of developments in the business world and possible 'opponents' in seeking sponsorship
- Remember, post-event reports and "Thank you" to sponsors are essential.

## GRANTS

Depending on the type of event, there are many grants available at a Federal, State and Local level as well as other non-government places. Try these websites for some ideas:

### **Wagga Wagga City Council:**

[www.wagga.nsw.gov.au/grants](http://www.wagga.nsw.gov.au/grants)

### **Federal Government Grant Finder:**

[www.grantslink.gov.au](http://www.grantslink.gov.au)

### **State Government Departments:**

[www.nsw.gov.au](http://www.nsw.gov.au)

### **Festivals Australia:**

[www.arts.gov.au/arts/festivals\\_australia](http://www.arts.gov.au/arts/festivals_australia)

### **Department of Resources, Energy and Tourism:**

[www.ret.gov.au/tourism/business/tq/tgrants](http://www.ret.gov.au/tourism/business/tq/tgrants)

### **Destination NSW:**

[www.destinationnsw.com.au/tourism](http://www.destinationnsw.com.au/tourism)

### **Arts NSW:**

[www.arts.nsw.gov.au](http://www.arts.nsw.gov.au)

### **Regional Arts NSW:**

[www.regionalartsnsw.com.au](http://www.regionalartsnsw.com.au)

### **FaHCSIA - Volunteer grants:**

[www.fahcsia.gov.au](http://www.fahcsia.gov.au)

### **Foundation for Rural & Regional Renewal:**

[www.frr.org.au](http://www.frr.org.au)

### **Riverina Regional Tourism:**

[visitriverina.com.au](http://visitriverina.com.au)

### **Regional Development Australia - Riverina:**

[www.rdariverina.org.au](http://www.rdariverina.org.au)



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### **Our Community:**

[www.ourcommunity.com.au](http://www.ourcommunity.com.au)

### **Philanthropy Australia:**

[www.philanthropy.org.au](http://www.philanthropy.org.au)

### **Pozible:**

[www.pozible.com](http://www.pozible.com)

## **COUNCIL'S ANNUAL GRANTS PROGRAM**

The Wagga Wagga City Council Grants Program enables Wagga Wagga City Council and the community to work together in achieving this aim and to enhance the ambience and character of the Wagga Wagga Local Government Area as a place for all to enjoy and be proud of.

Over \$200,000 of funds is available each year. Grant funding is available through six funding areas. Each program has its own eligibility criteria and the criteria are strictly adhered to. These programs are:

1. Community Health and Wellbeing
2. Connected Rural and Urban Communities
3. Arts, Culture and Heritage
4. Tourism Event Attraction and Marketing
5. Sustainable Environments
6. Developing Personal Excellence

**FOR MORE DETAILS ABOUT THE ANNUAL GRANTS PROGRAM PLEASE PHONE WAGGA WAGGA CITY COUNCIL ON 1300 2 WAGGA (1300 2 92442) OR VISIT WWW.WAGGA.NSW.GOV.AU/GRANTS**