

2017/2018 SPONSORSHIP APPLICATIONS ROUND 1 – OVER \$15,000

Objective Reference:	A2678793 Reports and Attachments (Archives)
Attachment:	<u>Information Table 2017/2018 Round 1 Sponsorships over \$15,000</u>
Authorising Officer:	Louise Rusan General Manager Community & Customer Services
Responsible Officers:	Kim Kerwin Group Manager Economic Sustainability and Major Projects Frank Pearce Principal Adviser Strategic Partnerships
Report Author:	Angela Jones Acting Community Grants Coordinator

PURPOSE

The purpose of this report is to seek endorsement for the recommendations made by the Sponsorship Assessment Committee for applications received over \$15,000 in the 2017/18 Sponsorship Program, Round 1.

BACKGROUND

Council's Corporate Sponsorship Guideline (Outgoing) (GL-3084-001) specifies that applications for more than \$15,000, will be reviewed by the Sponsorship Assessment Committee which will make recommendations for approval to Council for sponsorship funding for more than \$15,000.

Sponsorship is a business transaction in which Council provides a financial contribution or value in-kind to support an event, project, service or activity, in return for negotiated commercial or other benefit. Sponsorship involves an exchange that has a measurable value to each party in commercial, communication or philanthropic terms.

Sponsorship Criteria

Applications for outgoing sponsorship are assessed against the criteria of:

- economic benefits to Redland City;
- supports outcomes of Council as outlined in Council's Corporate Plan 2015-2020;
- value for money;
- track record of applicants;
- level of support from other organisations; and
- benefits to the local community.

ISSUES

In this round, three applications requesting over \$15,000 were received. Each application has undergone assessment by the Sponsorship Program Assessment Team to determine priority and were reviewed by the Sponsorship Assessment Committee, comprising representatives from Economic Sustainability and Major Projects, City Spaces, and Communications, Engagement and Tourism, with the following recommendations for funding made:

Event / project	Applicant Request	Recommendation of Sponsorship Assessment Committee
S18-R1-017 Redlands Rockabilly Revival and Greazefest	\$42,000	\$30,000
S18-R1-027 WRCC Redlands Cycling Festival – Cleveland CBD Twilight Criterium	\$35,000	\$15,000
S18-R1-012 2018 Anzac Day in Cleveland	\$30,000	\$10,000
TOTAL	\$107,000	\$55,000

Successful applicants will sign a sponsorship agreement including the requirement to obtain all required permits.

STRATEGIC IMPLICATIONS

Legislative Requirements

There are no legislative implications as a result of funding or not funding these applications.

Risk Management

There are no significant risks associated with this decision to fund or not fund these applicants. Risk management will be addressed through assessment of the event management application.

Financial

There is sufficient budget in the Sponsorship Program to fund the recommendations to the value of \$55,000. Subscription to the Sponsorship Program is competitive and \$25,500 had been expended on out-of-round sponsorship requests before the distribution of funds in Round 1. Unspent funds from Round 1 of the Community Grants Program in the amount of \$84,772.63 were transferred to the Sponsorship Program to better accommodate demand.

Endorsement from Council for more than \$55,000 would result in the reduction of available funds for the next round of funding, which is scheduled to open in February 2018. Sponsorship Program funds available for Round 2 and future out-of-round requests is currently \$110,272.63 after YTD expenditure.

People

Significant in-kind support will be provided to applicants by Council. Staff will provide support such as traffic management/control, transport of equipment eg: bins, signage. This is in addition to Council staff's normal work activities and will be negotiated by relevant teams and covered within Council's operational budget.

Council estimates its in-kind support would be in the vicinity of \$17,000;

Applicant	Estimate
S18-R1-012 - Redlands RSL Sub Branch	\$11,400.00
S18-R1-027 - Wynnum Redlands Cycling Club Inc	\$1,903.00
S18-R1-017 - Robot Productions	\$3,706.00

Environmental

There are no environmental impacts expected from funding these applicants. Environmental impacts for the event/s are addressed through the event management plan.

Social

These events provide opportunities for community organisations to display, participate, raise profile and earn income for little or no financial outlay.

Alignment with Council's Policy and Plans

Corporate Plan

6. Supportive and vibrant economy

Businesses will thrive and jobs will grow from opportunities generated by low impact industries, cultural and outdoor lifestyle activities, eco-tourism and quality educational experiences.

6.2 Redland City delivers events, activities and performances that bring economic and social benefits to the community.

7. Strong and connected communities

Our health, wellbeing and strong community spirit will be supported by a full range of services, programs, organisations and facilities; and our values of caring and respect will extend to people of all ages, cultures, abilities and needs.

7.1 Festivals, events and activities bring together and support greater connectivity between cross – sections of the community.

7.2 Council maximises community benefit from the use of its parklands and facilities by improving access to and the quality and shared use of, public spaces and facilities by groups for sporting, recreational and community activities.

CONSULTATION

The Sponsorship Program Assessment Team and Sponsorship Assessment Committee comprises of representatives from the following Groups: Economic Sustainability and Major Projects; City Spaces; and Communications, Engagement

and Tourism. Consultation has also taken place with the City Sport and Venues Unit and the Health and Environment Unit.

OPTIONS

1. That Council resolves to accept the Sponsorship Assessment Committee's recommendations to approve applications to the value of \$55,000.
2. That Council resolves not to accept the assessment committee's recommendation.

OFFICER'S RECOMMENDATION

That Council resolves as follows:

1. **To accept the Sponsorship Assessment Committee's recommendations (Option 1); and**
2. **That this report and attachment remains confidential pending advice to applicants.**

2017/18 Round 1 Sponsorship Requests Over \$15,000

Event / project		Event Dates	Attendees / participants	Applicant Requested	Recommended by Panel
S18-R1-017 Redlands Rockabilly Revival and Greazefest	Robot Productions will deliver two large-scale, family-friendly events for the Redlands district: - Redlands Rockabilly Revival is a one-day event featuring hot rod show, rock'n'roll concert, local performers, dancing, pinup parade, specialty market stalls, and gourmet food vendors - GreazeFest is a three-day celebration of rockabilly and the 1950s, featuring hot rod displays, live performances with local, national and international musicians, pinup parades, make-overs and stylists, dancing, workshops, artist displays, tiki carving, art competition for charity, trophy awards, specialty market stalls, and gourmet food vendors and more.	Sunday March 11, 2018. Friday to Sunday, August 3, 4, 5, 2018.	Estimated 16,000 over both events	\$42,000	\$30,000
S18-R1-027 WRCC Redlands Cycling Festival – Cleveland CBD Twilight Criterium Races	The Cleveland Criterium race will be the main centrepiece of the Festival and is also a major event within the Cycling Queensland racing program and forms the opening event in the QTRS race series. In 2016 this event was adjudged the cycling event of the year by Cycling Queensland.	5 May 2018	Estimated 400 riders 4000 spectators	\$35,000	\$15,000
S18-R1-012 2018 Anzac Day in Cleveland	Anzac Day in Cleveland is increasing in attendance by not only the community of the Redlands but also surrounding areas, in 2018 it is expected that more than 18,000 will be in attendance due to the centenary of the end of WW1. This brings about an increase in production costs to cater for such a large crowd, audio, visual, safety and crowd control is essential. The aim is to present the best possible event to impart the meaning of the Anzac Spirit to all attending. \$10,000 is consistent with previous sponsorship round. RCC supplies significant in-kind sponsorship in the form of traffic management.	25 April 2018	Estimated 18,000	\$30,000	\$10,000
TOTAL				\$107,000	\$55,000