



CITY OF HOBART

MINUTES ATTACHMENT

ECONOMIC DEVELOPMENT & COMMUNICATIONS COMMITTEE MEETING

OPEN PORTION OF THE MEETING

THURSDAY, 20 JUNE 2019

AT 5:00 PM

VENUE: LADY OSBORNE ROOM, TOWN HALL

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- 6.1 Proposed Council Policy - Inbound Requests for Sponsorships
A. Delineation Table - Event Grant Partnerships - Sponsorship Policy2

Delimitation between Event Grant Partnerships and proposed Sponsorship Policy

Event Partnership Grant	Sponsorships
Funding is not restrictive regarding the total budget amount.	The amount requested from the City of Hobart must not be greater than 30% of the total budget.
The event must be held within the municipality.	There is the option for the event to be held outside the municipality if strong economic value to the City can be argued.
All assessment criteria are weighted evenly	Assessment criteria are weighted more strongly towards economic and tourism.
Applicant must account for all funds spent and cannot be for operational costs.	Overview of costs spent and can be towards operational costs.
No risk assessment specified.	Risk assessment done prior to presenting to panel.
Encourages innovation for new and entry level events.	Mostly for well-established mature events.
Usually applicants are a volunteer organisation and have limited resources.	Expected that applicants have a sponsorship officer employed for the event/activity.
Paid out 100% of funds prior to the event.	Paid out at 70% prior to the event and 30% upon completion.
Recognition is mostly logo placement/branding on collateral	Branding opportunities include on-site activations, promotional tickets and greater branding placement.
A mix of internal/external panel members for assessment.	All internal panel members for assessment due to the strategic focus of sponsorships and the commercial nature.
Standard acquittal process as per the existing grant program	Acquittal must in detail address the mutually agreed KPIs including economic impact, marketing (including value of media coverage) and visitation numbers.
Management of relationship driven by the Grants Officer	Management of the relationship driven by the sponsor.
The Australian Tax Office specifies that GST is not usually payable on a grant payment	The Australian Tax Office specifies that as sponsorship is an exchange of money for something in return (i.e. advertising/naming rights), GST is payable.

