

Tamworth Regional Council's **Regional Events Marketing Support Program** (Support Program) provides financial and/or in-kind marketing support for **marketing activity** for events and festivals held within the Tamworth region. Organisations wishing to apply for event support from Tamworth Regional Council are required to complete a Regional Events Marketing Support Program application in full, including all supporting documentation as listed in the checklist on the application form.

In order to qualify for funding, an event must exhibit and be able to report back on three key focus areas:

- the economic benefit of the event to the Tamworth region;
- an increase in overnight visitation to the Tamworth region, and
- event sustainability for new events, or for existing events demonstrate how the event will grow.

This document provides the guidelines for event support, including how an application is assessed.

All applicants are encouraged to make contact with the Destination Tamworth team to discuss the broad suitability of their event and the status of the funding before completing the application in detail.

Who can apply?

Applicants eligible to apply for assistance as part of the Support Program include:

- non-profit organisations;
- incorporated community-based organisations;
- co-operative regional groups or similar;
- incorporated associations; and
- for profit organisations (additional conditions apply).

An applicant/event can only make **one (1)** application to the Support Program per financial year.

Critical Timelines

- Applications open Monday, 7 February 2022
- The funding is for events being held between 1 July 2022 and 30 June 2023
- Applications are open for 4 weeks only
- Applications for funding support close Monday, 7 March 2022

The Funding Tiers

There are 3 tiers of funding available, up to a maximum of \$5,000 per event.

Information required through the application process varies depending on the level of funding being requested:

1. \$100 - \$750
2. \$751 - \$2,000
3. \$2,001 - \$5,000 (maximum)

Tamworth Regional Council through Destination Tamworth may provide in-kind marketing assistance as part of any successful application.

Eligibility Criteria

Events are required to meet the following criteria in order to be eligible for the Support Program:

- the event must occur within the boundaries of the Tamworth Regional Council area;
- the applicant must have an ABN;
- the applicant/s acknowledges that this funding is strictly for **marketing and promotional purposes only**. Tamworth Regional Council take absolutely no responsibility for any event operating expenses. These remain wholly the responsibility of the organiser;
- the applicant must submit a detailed event budget (if applying for Level 3);
- the event must occur prior between 1 July 2022 and 30 June, 2023;
- retrospective funding for events is not available;
- the applicant is required to supply a post event report as part of any successful application. Failure to do so will omit the event from future eligibility of funding; and
- events where the organising body reside outside the Tamworth Regional Council local government area are only eligible for Level 1 and 2 funding and/or contra marketing assistance. Those events which are hosted and coordinated for the Tamworth region will receive preference.

Assessment Criteria

The program provides financial and/or in-kind support for events held within the Tamworth region, to support marketing and promotional activities.

Tamworth Regional Council will only consider events that meet the following criteria:

- events will be assessed on their ability to deliver on the three (3) focus areas;
- the event will contribute to an increase in expenditure in the region;
- events must have clearly defined objectives and measurable outcomes articulated in an event plan or business plan (*subject to the level of funding being sought*);
- where applicable, the Event Plan or Business Plan must:
 - identify an appropriate target audience;
 - include a marketing plan detailing all marketing, advertising, public relations and promotional activities to be undertaken to attract visitors to the event;
 - provide evidence of business and community support, and
 - outline a well-organised, experienced and structured management committee.
- involve collaboration or cross promotion within the community and groups.

This program has a limited amount of annual funding available. Each application will be assessed on a case by case basis. Meeting all funding criteria does not automatically guarantee approval of the application.

Eligible Marketing Activity

All approved Event Marketing Support Program funds are to be used for marketing and promotional activities only, **not** for operational overheads.

Event Support assistance **CAN** be provided for items such as:

- event marketing including digital marketing
- assist with media buying
- media releases and media liaison
- media monitoring
- event launch
- promotion through the Visitor Information Centre network

Event Support assistance will **NOT** be provided for items such as:

- events that start or are completed before assistance is approved
- educational costs
- infrastructure or asset purchases
- performer/artist fees
- general administration costs and/or employment costs
- prize money or giveaway items
- wages for event coordinator

Budget

When preparing the budget please note the following:

- successful applicants may NOT receive all the funding requested;
- a detailed budget must be included, noting all costs associated with the event including in-kind amounts;
- all other sources of funding and sponsorship are listed whether these are confirmed, unconfirmed or anticipated;
- any other funds or in-kind support received from other areas within Tamworth Regional Council;
- as part of the budget, it is critical to forecast whether the event will operate at a profit or a loss. Tamworth Regional Council encourages all events to be profitable and self-sustaining.

Assessment

The assessment process is as follows:

- application is assessed to ensure it meets eligibility criteria;
- application is assessed based on assessment criteria, supporting documentation and the event's ability to generate an economic benefit for the region;
- Tamworth Regional Council will provide written advice on an application within 30 days of the closing date of the program, except where funding is requested from a for profit business and a council report will be required;
- the decision on funding is final; and
- unsuccessful applicants may apply for funding again in the next financial year.

The value of funding and support provided will be at the discretion of Tamworth Regional Council. The decision to support an application under this program will be confirmed in writing and negates any discussions or commitments previously communicated about the application for support.

Payments

All successful applicants are required to submit a tax invoice at a date agreed upon with the Destination Tamworth team.

The following details must be included on your tax invoice:

- ABN number, name and address of applicant
- Amount of the grant + GST, if applicable
- Date of issue of invoice
- Invoice made in favour of Tamworth Regional Council
- Purchase order number (provided to successful applicant once funding has been approved)
- Description of goods or services being 'Destination Tamworth Event Marketing Support Grant for [insert name of event]'
- Organisation bank details

Tamworth Regional Council will pay any approved funds by Electronic Funds Transfer (EFT). Payment will only be processed once all documentation associated with your event is received and approved by Destination Tamworth.

Conditions of Regional Events Marketing Support Program

All successful applicants will be required to enter into an agreement with Tamworth Regional Council. This agreement will note the conditions and reporting requirements of the grant specific to the event being undertaken.

Acknowledgement must be given to Tamworth Regional Council Destination Tamworth. The Tamworth Regional Council and Destination Tamworth logos will be provided to the successful candidates and must be displayed on all collateral including, but not limited to, printed marketing materials and websites and other online properties, TV commercials or when promoting the event through radio.

For more information: Destination Tamworth / Tamworth Regional Council

P: 02 6767 5232

E: trc@tamworth.nsw.gov.au