

Tourism Events Sponsorship - Application Form 2026-27

Form Preview

Introduction

Sponsorship Guidelines

The Northern Grampians Shire Council's Tourism Events Sponsorship program provides communities, businesses, and local groups the opportunity to work collaboratively with the council in uplifting the community's economic wellbeing and quality of life. **Funding of up to \$10,000 is available per application per round.**

Aims and priorities of the Tourism Events Sponsorship program include...

Events which meet these key fundamentals;-

1. *Local ownership.*
2. *Point of difference / Unique selling proposition.*
3. *Spirit of collaboration.*

Council aims to support and encourage events that;-

- *Grow the Northern Grampians Shire (NGS) calendar of tourism events and extend visitor length of stay by:*
 - *Ensuring NGS offers diverse, unique, high quality and enriching experiences that are dispersed appropriately throughout NGS.*
 - *Protecting, enhancing, and celebrating our natural, cultural and heritage assets.*
 - *Providing access to a diverse range of offerings, including arts, culture and entertainment.*
- *Attract significant visitor numbers to positively impact the Northern Grampians Shire and tourism economy.*
- *Enhance the vibrancy and diversity of visitor experience.*
- *Celebrate existing tourism assets or aim to establish new tourism experiences.*
- *Actively promote the region into intrastate, interstate or international markets.*
- *Are financially sustainable long-term.*
- *Contribute to Northern Grampians' liveability and well-being.*
- *Strive for continuous improvement and innovation.*

Sponsorship guidelines can be accessed [here](#).

Successful Application Requirements

** indicates a required field*

Applicants: please note

Before completing this application form, you should have read the [program guidelines](#) as found on the Tourism Events Sponsorship webpage.

Incomplete applications and/or applications received after the closing date will not be considered.

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This section of the application form is designed to help you, and us, understand if you are eligible for this sponsorship. It is important that you complete these questions before any others to ensure you do not waste your time applying.

If you have any questions in regards to these eligibility criteria, please contact our Events Officer Jana Turkalj - p. [03 5358 0593](tel:0353580593) e. ngsc.event@ngshire.vic.gov.au.

Eligibility

Successful applications will need to: *

- ☐ Align with at least one of council's Tourism Event priorities (refer to the first section of the guidelines).
- ☐ Have a clear event plan and can provide the required documentation outlined under a successful application.
- ☐ Demonstrate what the expected outcomes of holding the event will be.
- ☐ Have been accurately costed.
- ☐ Be run by a group or organisation that has the capacity to implement and report on the event.
- ☐ Be run by an organisation that has a Responsible Drug & Alcohol Policy (if applicable).

Organisation Details

* indicates a required field

Organisation Name *

Organisation Name

Registration Number

OR

Australian Business Number (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

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ACNC Registration
Tax Concessions
Main Business Location

Must be an ABN.

Organisation's Street Address *

Address

Organisation's Postal Address *

Address

Organisation Main Contact *

Title	First Name	Last Name

Role within Organisation *

Email *

Must be an email address.

Phone Number *

Must be an Australian phone number.

Bank Account *

Account Name

BSB Number	Account Number

Must be a valid Australian bank account format.

Event Details

* indicates a required field

Event Title *

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Must be no more than 15 words.

Event Description *

Word count:

Must be no more than 100 words.

Event Start Date *

Must be a date.

Event End Date *

Must be a date.

Number of years the event has taken place *

Must be a number.

Anticipated Attendees *

Must be a number.

Breakdown of attendees *

Please enter in anticipated percentage of local, regional and interstate attendees.

Have you submitted an Event Registration to Council for this event? *

- ☐ Yes
☐ Not Yet

If "Not Yet" is selected, by submitting this form, you agree to complete the Event Registration prior to the event taking place.

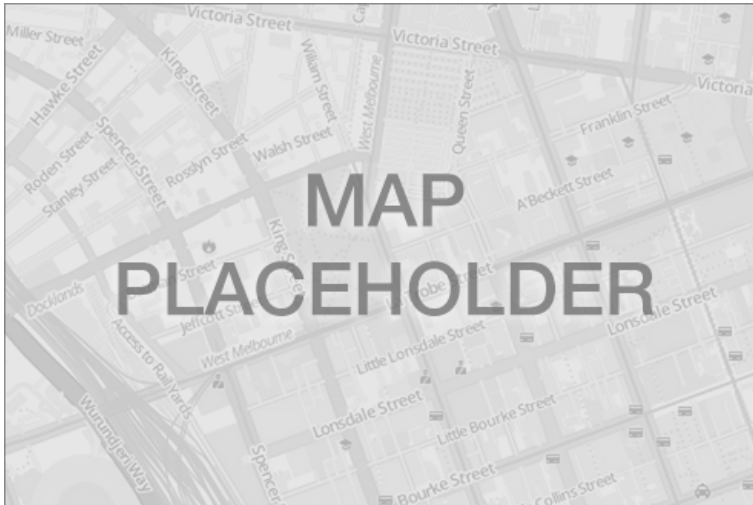
Main Event Location

Event address *

Address

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Suburb/Town, State/Province, and Postcode are required.

Event Deliverables

* indicates a required field

Aims and Priorities

Which of the following Tourism Events Sponsorship programs 'aims and priorities' will this event deliver on: *

- ☐ Grow the Northern Grampians Shire (NGS) calendar of tourism events and extend visitor length of stay.
- ☐ Attract significant visitor numbers to positively impact the Northern Grampians Shire visitor and tourism economy.
- ☐ Enhance the vibrancy and diversity of visitor experience.
- ☐ Celebrate existing tourism assets or aim to establish new tourism experiences.
- ☐ Actively promote the region into intrastate, interstate or international markets.
- ☐ Are financially sustainable long-term.
- ☐ Contribute to Northern Grampians liveability and well-being.
- ☐ Strive for continuous improvement and innovation.

Please provide further details on how your event achieves the selected objectives above *

The Events: Local Ownership, Point of Difference and Spirit of Collaboration

Local Ownership

Extent to which the event is owned and driven by a locally-based individual, organisation or group of individuals/organisations.

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Choose one of the following: *

- ☐ Wholly owned by NGS local/s and event aligns strongly with core business/activity of the event owner/s.
- ☐ Wholly owned by NGS local/s. Event stretches event owner/s slightly beyond their core business/activity.
- ☐ Wholly owned by NGS local/s. The event does not comprise part of the event owner/s existing core business/activity.
- ☐ Ownership lies with individual/organisation in surrounding council areas that have interests in NGS town/s.
- ☐ Ownership lies with individual/organisation outside of NGSC and surrounding council areas.

In line with this theme is there any other information you would like to add?

Point of Difference / Unique Selling Proposition

Extent to which the event centres on a genuine point of difference within our community that they are proud to call their own.

Choose one of the following: *

- ☐ Highlights a community asset that is genuinely different from elsewhere, and represents something the broader community is proud to own and to be known for.
- ☐ Few other events of its type exist in Victoria. Contains some genuinely unique content that is true to place.
- ☐ Contains unique content, or content that would appeal to a specific audience. Not necessarily reflective of place or wholly aligned to the values locals aspire to.
- ☐ Contains content comparable to that of other events. Isn't necessarily reflective of, or unique to place. Has limited potential to attract visitation or deliver branding benefits.
- ☐ Similar events with comparable content already exist in surrounding areas. Contains content that is not aligned with the community value set.

In line with this theme is there any other information you would like to add?

Spirit of Collaboration

Extent to which the event owner has, or has the potential to have, positive and constructive relationships with others in the community.

Choose one of the following: *

- ☐ Well established in the community, with a strong reputation for being collaborative and constructive to work with.
- ☐ Well known in the community for being collaborative, or in the case of a new resident/organisation, are collaborative and constructive in their spirit.
- ☐ Known in the community for having the ability to be collaborative when the circumstances suit. For those new to the community, show signs of being collaborative.
- ☐ Rarely seek the assistance or guidance of others, and generally protective in their decision making. Have shown signs of potentially being collaborative.
- ☐ Not known for being collaborative. Protective and centralised in their decision making.

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In line with this theme is there any other information you would like to add?

Event Marketing

*** indicates a required field**

Marketing Plan and Schedule

Attach an event marketing plan and schedule. *

Attach a file:

Provide an updated marketing plan and schedule that demonstrates how the event will grow and market the event to prospective patrons from outside of the Northern Grampians Shire (intrastate, interstate, international) and improve the long-term sustainability of the event.

Provide in detail how the event marketing incorporated the Shires tourism brand (Discover Northern Grampians) in marketing/promotions of the event. *

Australian Tourism Data Warehouse (ATDW)

To be eligible for this funding the guidelines call on the creation of an ATDW profile / listing, please ensure to create a free event profile as evidence of the profile (a reference number) will be requested at the time of acquittal.

Event Finances

*** indicates a required field**

Event Budget

Total project cost *

Must be a dollar amount.

What is the total budgeted cost (dollars) of your event?

Total dollar amount being requested *

Must be a dollar amount.

\$10,000 is the maximum amount that can be requested.

What other inputs / in-kind support will you need in order to successfully carry out this event?

☐ Permit Support

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- ☐ Council Services eg. Waste Management
- ☐ Traffic Management
- ☐ Other:

What is the value of the in-kind support? *

Must be a dollar amount.

Will or has this event received other funding? If so from who and how much? *

Please supply any budget, profit and loss detail, quotes and/or invoices that relate to the expenses of the event. *

Attach a file:

Supporting Documentation

Use of Event Funding *

- ☐ Marketing and Promotion
- ☐ Entertainment
- ☐ Operational Requirements
- ☐ Professional Services
- ☐ Other:

Select the relevant boxes for what you will use the funding for

If you have any documents, quotes, files or photos to support your application please upload them here *

Attach a file:

Quotes need to be submitted as a requirement of your application.

Acknowledgement and submission

*** indicates a required field**

Privacy collection statement

Personal information requested on this form will only be used by council to carry out its functions and activities and will not be disclosed without your consent except where authorised by law. If you do not provide all or part of the personal information required we may not be able to process your request in an effective and efficient manner. You have the right to seek access and correction of your personal information.

I acknowledge that *

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☐ I have read and understood the Privacy Collection Statement and consent to my personal information being used for the purposes specified.

Submission statement acknowledgement

This request can only be made by the named applicant. If you are submitting this form on behalf of another person or entity you must be duly authorised to do so. By submitting this form you are confirming that you are:

- authorised to do so
- that you have read and understood the relevant [Program Guidelines](#) and requirements
- declare that the information is correct to the best of your knowledge.

I acknowledge that *

☐ I have read, understood and confirm I am complying to the above Submission Statement.

Form Review & Summary

You can download a pdf version of your completed application form prior to submitting it for assessment.

Submission Number

This field is read only.

The identification number or code for this submission.