

EVENT PROMOTION

# LODDON SHIRE COUNCIL



LODDON  
SHIRE



# Event Promotion Guidelines

In recognition of the benefits, which accrue across the community as a result of community events, the Loddon Shire Council has adopted the following policy for the provision of assistance to community groups organising these events.

## What you need to know

### Who can apply?

The Loddon Shire Council may provide sponsorship for events that are held within the municipality and that provide important community development opportunities and/or attract a significant number of visiting competitors/participants, officials and families.

### What will not be funded?

Projects that will not be funded include but are not limited to:

- events that promote political or religious ideals
- applications not submitted at least 30 days prior to the date of the event
- organisations which have an overdue event promotion acquittal.

### How much

Applications from community groups can be made under one of the two following categories:

1. Major Event Category: \$1,000 for events of regional or state significance i.e. state sporting events and/or major festivals, and that attract a significant number of visitors from outside the region.
2. Minor Event Category: \$400 for events of local and sub-regional significance i.e. annual sporting tournaments or local community festivals.

### Application Conditions

In exchange for the Loddon Shire Council's support, the community group will:

- enter into a formal agreement confirming that funds allocated by Council will be spent on advertising, promoting or conducting the event
- display Loddon Shire Council's banner at the major venue for the duration of the event
- acknowledge Council's assistance/sponsorship in all printed programs, media and promotional material
- allow Council to re-produce or use any photographs or promotional material for the purposes of publishing in press releases, council publication, reports and for any other appropriate purpose.

### General Conditions

- If an event is cancelled any unspent promotional funds will be returned to Council. The return of funds doesn't not preclude your organisation from reapplying within the current financial year should your event be re-scheduled.
- Council officers will assess the acquittal documentation and issue an invoice, if required.



# Event Promotion Guidelines

## **Additional Information**

Specific permits may be required for particular activities and/or infrastructure. These may include approvals for temporary structures, food safety, planning and traffic management amongst others. Council's [Event Management - A Guide for Organisers of Events<sup>1</sup>](#) is a practical guide to assist event organisers to understand event requirements and the applicable approvals required for different elements of events.

## **Key dates**

Applications must be submitted via SmartyGrants at least 30 days prior to the event to be considered for funding.

## **How to submit an application**

All applications must be submitted online via Council's SmartyGrants website:

<https://loddon.smartygrants.com.au/>

## **FOR MORE INFORMATION**

Contact Council's Community Support department via email [communitysupport@loddon.vic.gov.au](mailto:communitysupport@loddon.vic.gov.au) or by phone on (03) 5494 1231.

---

<sup>1</sup> <https://www.loddon.vic.gov.au/Our-Services/Event-planning-guide/Event-management-forms-and-documents>