

2026

EVENT SPONSORSHIP FUND

GUIDELINES



What is the Event Sponsorship Fund?

The Event Sponsorship Fund supports the delivery of high quality public events that take place within the City of Prospect and provide meaningful social, cultural and economic benefits to the local community.

The Fund is designed to foster partnerships between Council and event organisers, supporting initiatives that contribute to a vibrant, connected and inclusive City.

The Fund is open to community groups, businesses, clubs and not-for-profit organisations that are based in, or actively deliver services and activities within, the City of Prospect.

Events may be new or existing and must demonstrate alignment with Council's Community Strategic Plan, contributing to a vibrant, connected and inclusive City.

Program Objectives

The Event Sponsorship Fund aims to support events that contribute to a vibrant and welcoming community. Funded events should achieve one or more of the following objectives:

- Deliver community-led cultural, creative, recreational or social activities
- Build local networks and encourage community participation and collaboration
- Activate and support the use of public spaces within the City
- Support local identity and enhance the City's reputation as a place for quality events
- Enhance social connection and neighbourliness



What type of Events will be funded?

Funded events must:

- Be held within the City of Prospect
- Be open and accessible to the broader community
- Be free or low-cost to attend
- Be held within the financial year in which funding is awarded

Examples of eligible events include, but are not limited to:

- Community celebrations and gatherings
- Music, food, culture or arts events
- Sporting, recreational or wellbeing events

How much can I request?

Applicants may request up to \$15,000 per event.

A total pool of \$30,000 is available.

Funding must be used for expenses that directly support the delivery of the event and demonstrate clear alignment with the Fund's objectives.

Eligible expenditure may include, but is not limited to:

- Staging, infrastructure and equipment hire;
- Marketing, promotions and communications;
- Artist, performer or facilitator fees;
- Event production costs;
- Materials, goods or services required to deliver the event;
- Decorations and event-specific installations;
- Any purchases of goods or services pertaining to the delivery of the event.



Who is eligible to apply?

Applications will be accepted from:

- Incorporated community groups and clubs*
- Not-for-profit organisations
- Local businesses

Applicants must be based in or actively delivering activities within the City of Prospect.

*Unincorporated groups may only apply through an auspicing organisation that meets the above requirements.

When can I apply?

- Applications will be open 15 June to 26 July 2026.
- Applications will be assessed and presented to Council for decision at the August Ordinary Council Meeting.
- Applicants will be notified of the outcome of their application within ten working days following the Council meeting.

Successful applicants will be required to:

- Deliver their event within the approved timeframe (must be delivered within 2026/27 financial year).
- Submit an acquittal within two months of completing the event.



How will my application be assessed?

Eligible applications will be assessed against weighted criteria to ensure consistency and transparency in decision-making.

ASSESSMENT CRITERIA

1. Alignment with the Event Sponsorship Fund objectives (30%)
2. Capacity to deliver the event safely and effectively (25%)
3. Expected benefit, involvement and impact for people in the City of Prospect (15%)
4. Uniqueness and diversity of proposed event (10%)
5. The extent to which the event is inclusive, accessible and welcoming to a diverse community (10%)
6. Evidence that relevant Council permissions, permits and approvals have been obtained or are achievable (10%)

Applications are assessed by City of Prospect administration. The decision of awarding sponsorship will be made by Council.

Application Requirements

Applicants may be required to provide supporting documentation, including:

- Event budget
- Risk management plan
- Marketing and promotion plan
- Evidence of community engagement or partnerships
- Traffic management plan
- Copy of public liability and other applicable insurance

Previous event delivery history, including past acquittals and community feedback, may also be considered.



Funding Conditions

Successful applicants will be required to:

- Enter into a funding agreement with the City of Prospect.
- Use funds only for approved purposes.
- Acknowledge Council's support in promotional materials.
- Complete additional City of Prospect's additional documentation (e.g. Outdoor Event Application Form or 221 Permit Application).
- Hold appropriate insurance, including public liability insurance.
- Seek and comply with any relevant permits, licences and/or approvals.
- Comply with all applicable laws, regulations and Council requirements.
- Funding is subject to applicable GST legislation.

What else do I need to know?

- Only one application per event, per year may be submitted.
- Applications will be considered using an equity, inclusion and equality lens to ensure fair access to funding and long-term sustainability of the program. For example, an applicant who is from the same organisation as a recently approved grant funding recipient may not be considered.
- Applicants may be required to work with Council to address traffic management, road closures or crowd management.
- All funding must be acquitted following the delivery of the event. Any significant changes to the event must be approved by Council.
- Unspent funds must be returned unless otherwise agreed.
- Event Sponsorship Fund budget allocated for the relevant financial year is subject to the successful adoption of the Annual Business Plan and Budget in June each year.



We will not provide funding for/to:

- State or Federal Government Departments and Services (or agencies working within State or Federal Government programs) unless the events clearly engage, benefit or involve the City of Prospect in a significant way;
- Applicants with outstanding or unsatisfactory acquittals from previous City of Prospect funding;
- Applicants who have received City of Prospect funding for the same event through another funding program;
- Applications from Individuals;
- Applicants requesting retrospective payments or budget deficit payments;
- Organisations in debt or dispute with City of Prospect;
- Events not located within the City of Prospect boundary;
- Overheads and operational costs associated with the event or costs associated with running an organisation (e.g. salaries, insurance, electricity, rent, purchase of equipment etc.);
- Applications from businesses to close their streets or decorate their shopfronts.
- Applications from residents to close their local streets. An existing separate fund exists for this;
- Fundraising, commercial or profit generating events;
- Private or ticketed events that are not accessible to the broader community;
- Events or activities that may be considered offensive or inappropriate by the broader community;
- Events that have potential to cause damage to City of Prospects reputation;
- Events that are overtly political, offensive or religious;
- Protests, rally's or demonstrations;
- Applicants that have submitted outside of the requested timeframes;
- Applicants that significantly change the scope of their proposed event.



How do I apply?

We provide an online application tool to help you prepare and submit your application.

Please refer to the link here:

<https://prospect.smartygrants.com.au/EventSponsorshipFund2026>

Who can I talk to?

You are strongly encouraged to contact City of Prospect's Team Leader City Events and Activation to discuss your idea prior to submitting an application.

Contact

Justin Sheining

Team Leader City Events and Activation

justin.sheining@prospect.sa.gov.au

(08) 8269 5355

