



Lismore Event Activation Sponsorship Guidelines

Summary

Local businesses and organisations can apply for Lismore Event Activation Sponsorship to help present and promote event activities in Lismore business spaces. This initiative is offered throughout 2024, with sponsorship available for up to \$5,000 for events and activation projects with capacity to attract people to the city to shop, do business, visit and play.

We encourage proposals that benefit different Lismore business precincts, including South Lismore, North Lismore and Goonellabah. Activation or event proposals for other areas in Lismore Local Government area are not eligible for this initiative.

You will need to engage with relevant business and community stakeholders with your planning, to ensure your proposal shows capacity to create economic benefit and local visitation within our business centres. It will also be important for you to outline planning and approvals that may be required, risk management and contingency planning.

You can apply for a sponsorship of up to \$5,000 (exclusive of GST) in 2024, for activation projects taking place before end June 2025. Proposals will be considered as they are received until funds are exhausted, and we will evaluate this initiative to consider offering sponsorship opportunities again in 2025, subject to the demonstrated benefit of projects.

We aim to have proposals assessed and outcomes notified within four weeks of submission, however delays may be experienced due to assessing Event and/or Development Applications or other factors. We will keep you informed throughout the process and may request further information as needed.

Purpose and background

The Lismore Event Activation Sponsorship initiative aims to support the leveraging of key events to boost visitor numbers, attendee experience and local business patronage within Lismore business centres, which aligns with key goals of the *Lismore Business Activation Plan 2024-2026*. It is a Support initiative in the Plan, to enhance Lismore's vibrancy and to boost promotion of our extraordinary local events, attractions, culture and business community.

The Lismore Business Activation Plan guides how Lismore's Special Rate Variation (SRV) levy funds are spent for revitalising and promoting Lismore business centres. You can find out more about the Plan at lismore.nsw.gov.au/business and by contacting the Destination and Economy team, via phone 02 6625 0500 or email business@lismore.nsw.gov.au.

As a Destination and Economy initiative, Lismore Event Activation Sponsorship is subject to acquittals, and outcomes will be reviewed throughout 2024-2025. The initiative will be evaluated for improvements and potential to be offered again and/or adapted in 2025. Check out these Guidelines and [Lismore Business Activation Plan updates on our website](#) before you complete the application.

Selection Criteria

Lismore Event Activation Sponsorship proposals are invited from local businesses and organisations, which will be assessed by the following criteria:

- **Capacity to attract people to Lismore city to shop, do business, visit and play.** *Specify whether expected audiences are from local and/or outside the 2480 postcode area, and how you will encourage them to stay and enjoy Lismore*
- **Promoting Lismore in a positive manner**, in alignment with the Lismore Business Activation Plan. *Summarise effective plans for media and marketing*
- **Benefit** - Demonstrating a direct contribution to an increased economic benefit for local businesses and community (for example, night-time economy, Sunday trade, increased yield for shops); working with local suppliers and contractors; with social value and local relevance. *Indicate how you plan to encourage and measure this*
- **Viability and value for money** – *Outline budget including what the proposed Sponsorship is for, and the contribution of your own funding and/or other funding sources*
- **Sound event management.** This includes clear compliance and/or approval for your project; effective engagement and level of stakeholder support; limiting adverse environmental impacts; strong safety and risk management; and evaluation planning. *Summarise key points about your event planning and experience, and include evidence of any required Council approval and/or private property owners' consent in accordance with [Lismore City Council's Event guidelines](#).*

Eligibility

To be eligible to apply, you must:

- Be applying as an authorised representative of a business or organisation for an activity primarily occurring in the 2480 postcode. Preference will be given to local businesses and organisations
- Have an active Australian Business Number
- Confirm you have necessary event planning, stakeholder permissions, COVID-Safety requirements met, and approval/certificates for this activity at proposed location, and Lismore City Council authorisation as may be required. *Proposals may be discussed or considered while an Event Application or Development Application is in process, however sponsorship will not be offered until appropriate authorisation is approved., See our [Event guidelines](#) for more information.*
- Not have received Lismore City Council's Lismore Business Activation Microgrant or Sponsorship funding for the same project within 24 months. If you have received recent Lismore City Council funding, you must outline details and demonstrate in writing -
 - steps you are taking to develop the financial viability of your event or activation (for instance a business plan, event evaluation report) AND/OR
 - charity status
- Not have an outstanding acquittal from Lismore City Council.

Conditions of Sponsorship

Successful applicants are required to:

- Acknowledge support of Lismore City Council by using correct logo and branding materials
- Provide the Destination and Economy team with a copy of promotional content (including images and text) at least 14 days prior to project delivery, to ensure we have appropriate materials for promotions
- Evaluate the project and provide the acquittal within 6 weeks of project completion.

From time to time, we will select successful projects to be the subject of publicity. The applicant will be required to consent to the use of selected project information in the public domain, to help promote the activation event, outcomes or Business Activation in general. We will contact you to confirm details.

Project eligibility and assessment is based on information provided in the application form, and any other pertinent information provided by other Lismore City Council staff. Any personal information provided is voluntary, commercial in confidence and protected by the Privacy and Personal Information Protection Act 1998 (NSW).

For more information and a proposal form, contact:

Destination and Economy Team

Lismore City Council

Tel: (02) 6625 0500

Email: business@lismore.nsw.gov.au