

## SPONSORSHIP GUIDELINES

### **Introduction/ Background**

Events South Australia (ESA) is a unit within the South Australian Tourism Commission (SATC). Events South Australia's charter is to attract, develop and support special events within South Australia that generate substantial economic and social benefits for the State, promoting the image and profile of Adelaide and South Australia to the rest nationally and worldwide.

### **Aims and Objectives**

Events South Australia achieves the above through the following objectives:

- To identify existing events capable of expansion or integration with other events to increase their economic and promotional value to the State.
- To identify and bid for particular events of national and international significance.
- To target those events, which will generate increased business for the tourism and hospitality sectors of South Australia's economy.
- To increase the utilisation of South Australia's events infrastructure of venues, facilities and services, and to provide impetus for developing new facilities.
- To provide coordination between the public and private sectors on the process of bidding for events.
- To offer a consistent professional approach and representation to enhance South Australia's events bidding success.
- To target major events which are world class and new to Australia.

### **Events South Australia support of Events**

Events South Australia's charter requires it to concentrate support strategically on the largest events available to South Australia including those with the greatest potential. Whilst some flexibility is afforded to events with significant potential to develop, Events South Australia will consider supporting events, which generate approximately \$2 million or more in economic benefit to the state economy.



Events South Australia will negotiate sponsorship agreements with event promoters. Events South Australia's sponsorship of events will be based on return on investment in terms of economic, tourism and promotional benefits for the State.

### **Criteria for Assessment**

An evaluation committee established by Events South Australia will consider applications according to the following criteria:

- Economic investment and return
- Likely tourism value – especially interstate and international visitation
- Media exposure for South Australia (promoting the best of South Australia)
- Strategic social, cultural or community significance to the State
- Opportunities for South Australian “branding” of the events through signage and other visual identification, publicity, advertising and related sponsor benefits
- Exclusivity to South Australia to maximise state tourism marketing and promotional opportunities.
- Applicant's experience and ability to stage a successful event
- Other value added benefits, options and/or innovative ideas

### **Lodging of Submissions**

Submissions should be enclosed in a sealed envelope prominently marked “Confidential” and posted or delivered to the following address.

Business Development Manager  
Events South Australia  
GPO Box 1972  
ADELAIDE SA 5001

Alternatively, submissions may be made direct to the General Manager, Events South Australia if the General Manager has been the person of contact at Events South Australia.

Submission would be a vertical A4 size format with a maximum of 20 pages including all appendices and attachments with a provision for additional copies if required.

Submissions may be made electronically in the first instance.

### **REQUIREMENTS FOR APPLICATION**

Events South Australia expects that new event proponents will be able to demonstrate event viability through a business plan or feasibility study.

**Submissions must incorporate the following information:**

**1. Details of the Applicant**

- Name of the event
- Name and address of organisation
- Telephone and fax numbers of key contacts
- Date of application

**2. Description of the Event**

- Concept
- Date
- Duration
- Location and venues
- Program features
- Audience profile
- Past Attendances

**3. Aims and Objectives**

- Reasons for holding the events
- Outcomes sought
- Social, cultural and economic goals – outline strategies
- Attendance estimates

**4. Management**

- Corporate structure and legal status
- Related organisations including controlling bodies
- Previous record and experience of organisers

**5. Finance**

- Proposed Income and expenditure budget for this event
- Provide evidence of economic and financial capability (A letter from your licensed accountant will suffice or a copy of the most recent certified financial accounts)
- Provide details of appropriate insurances – Public Liability / Product Liability
- Details of Sponsorship proposals
- Government funding sought
- Other funding sought (private sector sponsorship)
- Distinction between cash and in-kind support
- Long-term financial planning, including sponsor sourcing and servicing

- Details of any prosecutions or legal actions taken against any officer or director in the last five years.

#### **6. Marketing and Public Relations**

- Outline of advertising and publicity plans, strategies and tactics
- Details of marketing mix envisaged

#### **7. Media Exposure**

- Television coverage
- Radio coverage
- Newspaper coverage
- International reach of coverage

#### **8. Economic Impact**

- Cost of event administration and operations
- Infrastructure and capital works program
- Estimated expenditure by participants and spectators (local, national and international)

#### **9. Assistance Requested**

- Financial assistance sought from Events South Australia
- Other assistance sought from Events South Australia

#### **10. Sponsorship Benefits**