

Sponsorship Guidelines

Introduction/ Background

Events South Australia is a division of the South Australian Tourism Commission. Events South Australia's charter is to attract, develop and support special events in South Australia that generate substantial economic and social benefits for the State and promote the image and profile of Adelaide and South Australia to the rest of the country and the world.

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 its support on the largest events available to South Australia and to 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 \$5 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, touristic and promotional benefits for the State.

Criteria for Assessment

The Events South Australia Advisory Committee will consider applications according to the following criteria: -

- Economic benefit
- Likely tourism value – especially interstate and international visitation
- Media exposure for South Australia
- Strategic social, cultural or economic 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.

Submissions to be addressed to: -

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

Guidelines for Application

Events South Australia expects that new event proponents will be able to demonstrate event viability through a business plan or feasibility study. 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 should 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 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
 - Attendance estimates
4. Management
 - Corporate structure and legal status
 - Related organisations including controlling bodies
 - Previous record and experience of organisers
5. Finance
 - Income and expenditure budget
 - Sponsorship proposals
 - Government funding sought
 - Other funding sought (private sector sponsorship)
 - Distinction between cash and in-kind support
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