

Sponsorship 2024/25 - application form

Form Preview

Sponsorship Program 2024/25

* indicates a required field

Purpose

To promote the Mornington Peninsula Shire and attract additional investment in the environmental, economic, social, health and wellbeing and cultural vitality of the Shire.

Important Information

Before completing this application, applicants are required to read the [Sponsorship Program Guidelines 2024/25](#)

Sponsorship funds are aimed at public promotion of the Shire, its agencies or programs as opposed to material contribution towards the staging of an event.

The scope of the program does not include the receiving of sponsorship requests for infrastructure or naming rights on infrastructure.

Closing Date

30 April 2025 unless funds are exhausted earlier

Eligibility

For eligibility please refer to [Sponsorship Program Guidelines 2024/25](#)

Funding

Eligible applicants may seek up to:

- - Bronze sponsorship: up to \$10,000
 - Silver sponsorship: up to \$20,000
 - Gold sponsorship: up to \$35,000
 - Platinum sponsorship: up to \$50,000

Cultural Protocols

For projects that include an Acknowledgement of Country or Welcome to Country, please refer to the Shire's guide to [Cultural Protocols](#)

Prior Shire Funding

All previous financial year grant funding must be acquitted prior to applying for another grant.

Has the organisation previously received Shire grant or sponsorship funding? *

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☐ Yes

i.e. grant, sponsorship, subsidy

☐ No

☐ Unsure

Has the Acquittal report for previous funding been submitted? *

☐ Yes

☐ No

☐ Acquittal report has not reached the due date

☐ Unsure

If you are unsure, please contact the [Grants team](#)

You have indicated prior grant funding has not been acquitted.

Please refer to the Program Guidelines:

-

The applicant must have acquitted and/or have an approved acquittal extension to ensure compliance with all funding previously awarded.

Please do not proceed with this application until you have acquitted previous funding.

If you are unsure, please email the [Grants team](#)

Details of Applicant

* indicates a required field

Applicant Organisation *

Organisation Name

Community Group, business, organisation name

Applicant Primary Address *

Address

Address Line 1, Suburb/Town, and Postcode are required.

Applicant Website

Must be a URL.

Contact Details

Contact Person *

First Name

Last Name

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This is the primary contact for correspondence

Position in Organisation *

i.e President, owner, committee member

Contact Phone Number *

Must be an Australian phone number.

Contact Email Address *

Must be an email address.

All emailed correspondence will be sent to this address

Applicant - Required Information

What is the legal status of your organisation? *

- ☐ Incorporated Associations - incorporated under State/Territory legislation (commonly have 'Association', 'Incorporated' or 'Inc' in their legal name)
- ☐ Not for-profit proprietary companies or public companies, incorporated under the Corporations Act 2001
- ☐ Organisations established through a specific piece of Commonwealth or State/Territory legislation (for example, many public benevolent institutions and churches)
- ☐ Unincorporated organisation (requires Auspice)
- ☐ State Government Entity
- ☐ Public Benevolent Fund
- ☐ School or kindergarten
- ☐ Commercial (for profit) business
- ☐ Registered Sole Trader

Applicant ABN

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	

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Tax Concessions

Main business location

Must be an ABN.

Applicant Primary Bank Account *

Account Name

BSB Number

Account Number

Must be a valid Australian bank account format.

Unincorporated organisations must have an [Auspice Agreement](#) with an incorporated Mornington Peninsula community group/organisation.

If this application is successful, payment of grant funding will be made to the auspice organisation.

Do you require an Auspice Agreement for this application? *

☐ Yes

☐ No

Uploads

Upload - Statement by a Supplier Form (if you do not have an ABN)

Attach a file:

Upload - 12 month financial statement or P&L and Balance Sheet *

Attach a file:

Upload - Insurance Certificate of Currency *

Attach a file:

Applicants without an ABN must submit a [Statement by a Supplier](#) form

If applicable, where an application involves working with children or young people, a copy of the organisation's Child Safety Policy must be attached to the application.

If there is no formal Child Safety Policy there must be an outline of how it is intended to comply with the Child Safety and Working with Children legislation.

Upload - Child Safety Policy/Plan

Attach a file:

Auspice Organisation

* indicates a required field

Funding is paid directly to the Auspice organisation, who are responsible for the following obligations:

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- Receipt, bank, and administer all monies related to the grant
- Monitor the project and ensure timely completion
- Complete the financial acquittal and ensure funding is acquitted on time
- Ensure that the group has public liability insurance where appropriate.

Auspice Organisation *

Organisation Name

Auspice Organisation Street Address *

Address

Address Line 1, Suburb/Town, and Postcode are required.

Auspice Organisation Email *

Must be an email address.

Auspice Organisation ABN *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

Auspice Organisation Bank Account *

Account Name

BSB Number

Account Number

Must be a valid Australian bank account format.
If successful, this is where funds will be deposited.

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Upload - Signed Auspice Agreement *

Attach a file:

[Auspice Agreement](#) available on Shire website

Activity Details

* indicates a required field

Proposal Title *

Must be no more than 12 words.

Please provide a succinct title for your application.

Description of Proposal *

Word count:

Must be no more than 150 words.

Provide a clear and succinct description of what you are doing.

Where will your proposed activity take place? *

Street address and/or venue name

Activity Start Date *

Must be a date.

Assessment Criteria

Applicants must achieve a minimum of 75% of the total possible score.

The following criteria will be assessed on a scale of 1-5:

- 5 = meeting each criterion at a high level
- 1 = not meeting the criterion.

1) CRITERION: Sponsorship Priorities

Which Sponsorship priority does your proposal target? *

☐ Enhance the reputation and visitation to the Mornington Peninsula Shire

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- ☐ Boost the prosperity of the Mornington Peninsula through increased economic activity and jobs
- ☐ Build a flourishing and diverse Mornington Peninsula creative ecosystem

How will your proposal support the priorities above? *

Word count:

Must be no more than 50 words.

Write short a short description how your proposal will support the priorities.

2) CRITERION: Partnerships - Marketing and Promotion

How do you intend to promote Mornington Peninsula Shire as a sponsor of your proposal/initiative *

Word count:

Must be no more than 100 words.

List any other partners / sponsors / media you have either secured, approached or intend to approach to support your proposal/initiative *

Word count:

Must be no more than 50 words.

Marketing / Project Plan

Applications must include a detailed marketing/project plan including the media exposure for Council and details of the promotional opportunities at the Local, State, National and International level.

Upload - Detailed Marketing/Project Plan *

Attach a file:

3) CRITERION: Environmental, Economic and Social Benefits

Consider, how does the activity support one or more of these benefits?

- 1.Acceleration of the protection and resilience of Mornington Peninsula's natural environment and/or renewal energies
- 2.National competition/tournaments
- 3.Industry and trade exhibitions to facilitate major business investment in the Mornington Peninsula
- 4.Showcases the Mornington Peninsula as a destination for performing and visual arts

Who have you engaged with and/or are you partnering with (community groups) for your proposal/initiative? *

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Word count:

Must be no more than 50 words.

Upload - evidence of engagement/partnership

Attach a file:

i.e. support letter, correspondence with partner organisation

Who will benefit from your proposal/initiative? *

- ☐ Individual or unidentified level of access
- ☐ Limited to exclusive group membership
- ☐ Broad community access within limited geographic area
- ☐ Broad community access throughout Mornington Peninsula Shire

4) CRITERION: Feasibility of the Project

Will the project be carried out on public or private land/facility? *

- ☐ Public land - community use
- ☐ Public land - limited community access
- ☐ Privately owned land
- ☐ Publicly used private land
- ☐ Unsure

Have you obtained land owner permission? *

- ☐ Yes
- ☐ No
- ☐ Pending
- ☐ Not Applicable

i.e Parks Victoria, VicRoads, State Government etc. Preliminary approval is required as a minimum for this application. If successful, funding will not be provided until evidence of full approval is granted. For Shire owned community facilities, please email the Property department for landowner permission

5) CRITERION: Capacity of the Applicant

Please provide evidence that your organisation has the capacity and relevant skills and experience to successfully deliver your proposal/initiative.

Who will deliver the proposal/initiative? *

- ☐ Staff ☐ Contractors ☐ Volunteers

Have you discussed your project with a Shire Officer? If so, who? *

Proposed Budget

* indicates a required field

5) CRITERION: Budget

Funding is available for successful applications for up to 3 financial years commencing in 2024/25.

How many years of funding are you requesting *

- ☐ 1 year only - 2024/2025 FY
- ☐ 2 years - 2024/2025 and 2025/2026 FY
- ☐ 3 years - 2024/2025, 2025/2026 and 2026/2027 FY

Which level of Sponsorship are you applying for (per year)? *

- ☐ Bronze: up to \$10,000
- ☐ Silver: up to \$20,000
- ☐ Gold: up to \$35,000
- ☐ Platinum: up to \$50,000

Budget - Activity/Project Co-contribution

Please show all sources of cash income (excluding this funding request) in the table below that contributes to the activity. Include the name of other funding sources that you have applied for, whether it has been confirmed or not.

- **Do not** include the amount sought from the Shire (see separate question below)
- **Do not** add in-kind volunteer hours here (see separate table below).
- **Do not** use commas or \$ signs in figures. You may add additional rows if needed.

Co-contribution Source	Co-contribution Amount \$	Co-contribution Status
	\$	
	\$	
	\$	

Budget - Activity/Project Expenditure

Please describe the main items of expenditure for the activity so that it is clearly understood what the income will be used for.

- Nominate a funding source for each item.
- Refer to the guidelines to see what is ineligible to be funded.
- **Do not** add in-kind volunteer hours here (see separate table below).
- **Do not** use commas or \$ signs in figures. You may add additional rows if needed.

Expenditure Items Description	Expenditure Amount	Expenditure funding source
	\$	
	\$	
	\$	

Total Project Income

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Total income and expenditure should be the same. All amounts should be GST exclusive.

Amount Requested (per year)

\$

Must be a dollar amount.
Refer to your response above

Co-contribution

\$

This number/amount is
calculated.

Total Income Amount

\$

This number/amount is
calculated.
This figure is the total of
grant funding request and co-
contribution.

Total Project Expenditure & Quotes

Total Expenditure Amount

\$

This number/amount is calculated.

Please attach quotes for expenditure items to be funded by the grant (must be to the value of the funding request)

Attach a file:

Online pricing is acceptable

Volunteer (in-kind) Contribution

Volunteer hours are calculated at \$46.92 per hour per volunteer.

Number of Volunteers

Must be a number.

Estimate hours per volunteer

Must be a number.

Total volunteer hours

This number/amount is
calculated.

Total in-kind volunteer
contribution

\$

This number/amount is
calculated.

Declaration and Acceptance

*** indicates a required field**

I declare that the information and attachments in this application are, to the best of my knowledge, accurate and complete. *

☐ I agree and declare the above to be true and correct

I/We understand that if this application is successful, I/we will be required to sign a MPS Funding Agreement prior to funds being released *

☐ I understand and agree

I approve for Shire Officers to talk to other funding bodies / organisations for the purposes of seeking funding to support the activity. *

☐ Yes

☐ No

Local Government Reporting

A list of grants made by the Council in the previous 12 months, including the names of applicants who, or bodies which, have received a grant and the amount of each grant may be published in Council's Annual Report.

Privacy

The collection and handling of personal information is conducted in accordance with The Shire's Privacy Policy which is displayed on Council's website and available at Council's customer service centres. Please refer to the Privacy Policy for further information about your rights and Council's obligations.

<https://www.mornpen.vic.gov.au/System-pages/Privacy-Statement>