

## Policy No. 7

### Funding of Cross Regional Events

**Adopted: 8 August 2016**

#### **Purpose of the policy**

Through this policy, FNQROC aims to:

- Facilitate a collaborative approach to sponsorship requests for cross regional events
- Provide a more coordinated approach to regional events through a single contract to clearly identify what contributions are being made by each council and the expectation of event organisers in delivering a return on investment for the region
- Streamline sponsorship requests for cross regional events to mitigate councils being pitted against each other and to provide greater leverage to request economic data from event organisers.

#### **Scope**

This policy will be implemented with the help and support of the FNQROC Cross Regional Events technical committee which meets on an as needed basis, and councils amending their Community Grants Policy.

The following wording has been recommended for inclusion in each of the council's grants policies to trigger a meeting of the Cross Regional Events technical committee in line with their terms of reference:

*“When an event organiser contacts a council with an event sponsorship proposal which crosses or has the potential to cross more than 2 local government boundaries, a meeting will be called of the FNQROC Regional Events Strategy Group (RESG). The working group will evaluate the proposed sponsorship request using the following guidelines:*

- a. Review options of individual council sponsorship or potential for collaborative regional sponsorship;*
- b. Assess the return on investment.*

This will then trigger the Cross Regional Event technical committee to:

- a. Provide recommendations to respective host councils;
- b. Provide ongoing advice on the sponsorship contract as required.

Where collaborative regional sponsorship is supported, a single contract will then be drafted between all participating councils and the event organiser.

**This policy is to remain in force until otherwise determined by FNQROC.**

**Originally Adopted: 14 October 2013**

**Review date: 2020**