

# Major Events Sponsorship Program Sponsorship Guidelines

## Overview

The Sunshine Coast is one of Queensland’s most popular tourism destinations and its economy depends strongly on the tourism industry. The region hosts a variety of major events each year, which reinforce its reputation as a leading tourism destination. These events provide economic benefits to local businesses, generate media profile and contribute to a range of community development goals.

The Major Events Sponsorship Program aims to actively support and enhance the role of the Sunshine Coast as a major event destination which assists in the economic, social and environmental growth of the region. Council has adopted the [Sunshine Coast Major Events Strategy 2018-2027](#) and has appointed the [Sunshine Coast Events Board](#) to oversee and implement the Sponsorship Program.

Sponsorship of major events is open all year round with meetings regarding assessment and approval held approximately every eight weeks.

Applications received within eight months from the proposed date of an event may not be considered due to the reduced timeline for branding and marketing/promotional opportunities.

## Eligibility

The event must:	The following events are excluded from this sponsorship program:
<ul style="list-style-type: none"> <li>• Significantly benefit the local economy by attracting visitors from outside the region</li> <li>• Generate media and brand exposure for the Sunshine Coast from outside the region</li> <li>• Be held within the boundaries of the Sunshine Coast Local Government Area.</li> </ul>	<ul style="list-style-type: none"> <li>• Business events which focus on conventions, conferences and incentive travel (visit <a href="#">Business Events Sunshine Coast</a>)</li> <li>• Community events, as they do not usually focus on attracting visitors from outside the region</li> <li>• Events of a charitable, religious or political nature</li> <li>• Events that are closed to the public, either as participants or spectators.</li> </ul>

Eligible use of sponsorship:	Ineligible use of sponsorship:
<ul style="list-style-type: none"> <li>• Marketing costs associated with the event that increases awareness of the Sunshine Coast and increases visitation to the Sunshine Coast. This can include online marketing, webcasts, brochures, posters, TV or radio advertisements, etc</li> <li>• Strategic plans to address long-term development of the event. This can include business plans or succession plans etc</li> <li>• The engagement of short term (maximum 6 months) specialised personnel to further develop and/or market the event</li> <li>• Hire of temporary infrastructure that will improve access, visitor experience or the safety of the event, such as temporary toilets, fencing, disability equipment etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Insurance and legal costs</li> <li>• Capital or equipment costs</li> <li>• Prize money</li> <li>• Appearance fees and travel costs</li> <li>• Sanctioning fees</li> <li>• Entertainment</li> <li>• Full-time employment costs</li> <li>• Administration expenses/sundries</li> </ul>

Council may, at its absolute discretion, consider a degree of flexibility to the uses of funds with appropriate justification.

Applicants should ensure they have read and understood these guidelines prior to submitting an application form and budget summary.

### Application Process

The required application documents are:

- [Major Events Sponsorship Application Form](#)
- [Event Budget Summary](#)

For more information prior to submitting an application, please contact our Major Events Team via email [suncoastevents@sunshinecoast.qld.gov.au](mailto:suncoastevents@sunshinecoast.qld.gov.au).

### Approval Process

Guided by the [Sunshine Coast Major Events Strategy 2017-2028](#), the Sunshine Coast Events Board will review all sponsorship applications and make recommendations to council. The complete application process may take up to 10-12 weeks, depending on when the application is received. Upon council's approval of the application, event promoters will be required to enter a Major Event Contract.