

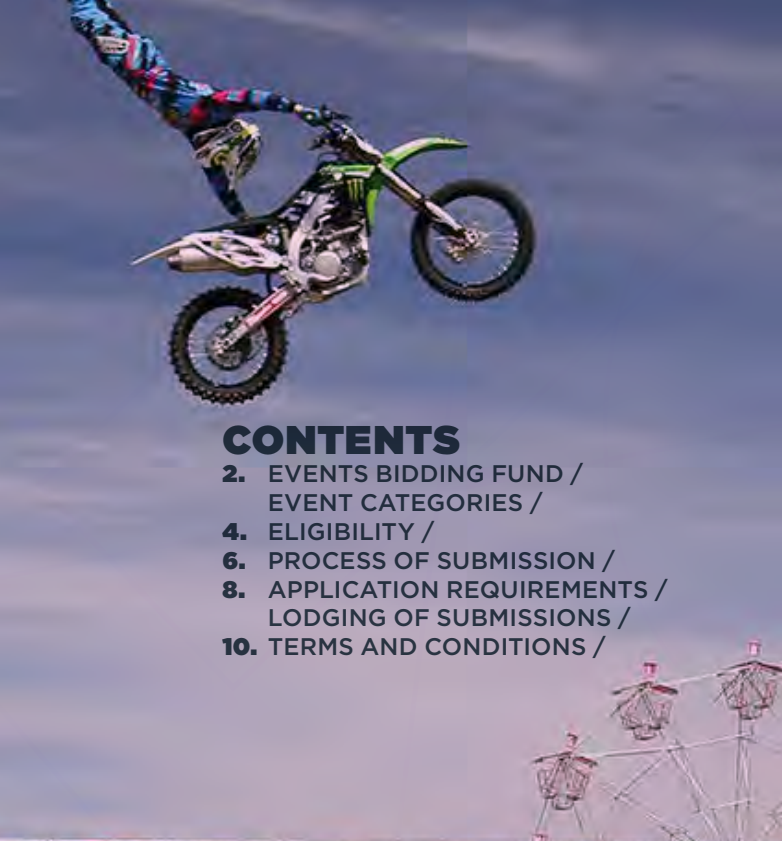
MAJOR EVENT SPONSORSHIP

EVENTS SOUTH AUSTRALIA





EVENTS SOUTH AUSTRALIA



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EVENTS SOUTH AUSTRALIA

YOUR GUIDE TO MAJOR EVENT SPONSORSHIP

Background

Events South Australia (ESA) is the events arm of the South Australian Government and a division of the South Australian Tourism Commission (SATC). Its charter is to promote South Australia as a tourism destination and attract visitors to the State through securing, managing, developing and sponsoring leisure events and festivals, as well as leading the industry.

Events play an important role in our State's tourism industry. Events help celebrate the vibrancy and creativity of the South Australian experience, which is significant to growing South Australia's pride and confidence in the State and crucial for providing visitors with a compelling reason to come to South Australia.

The South Australian Government has committed to an Events Bidding Fund totaling \$10 million over two years, running from the 2015/16 financial year through to the 2016/17 financial year. The Events Bidding Fund amounts to \$5 million per year and has been committed to Events South Australia in order to secure 'new' major events for the State.

This brochure outlines the details of Events South Australia's sponsorship process for major events being held in the State. All event industry stakeholders who have events which align with the objectives of Events South Australia are encouraged to apply for sponsorship through this process.



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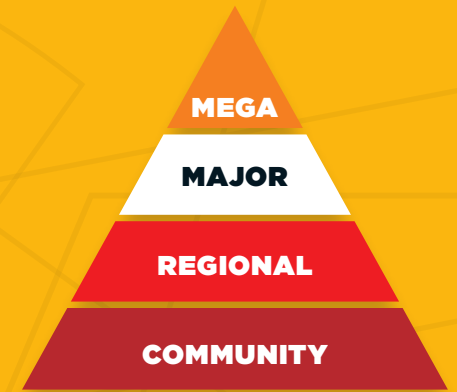


EVENTS BIDDING FUND

Events South Australia is looking to maximise the tourism, economic and social outcomes from the events bidding fund over the next four years. Accordingly, it has established criteria by which to assess opportunities.

EVENT CATEGORIES

Four levels of events have been identified – Mega, Major, Regional and Community. **The fund will be focused on MAJOR EVENTS.**



MEGA EVENTS

Mega events are events which are so large in scale they have the ability to affect the host city or nations whole economy and reverberate throughout the global media. Events such as These are usually identified as global sporting events, for example: *FIFA World Cup*, *Olympic Games* and *ICC Cricket World Cup*. These events are undeniable for the brand impacts and media exposure they deliver, in addition to visitation. These events are often secured to transform a city physically, socially and economically.



MAJOR EVENTS

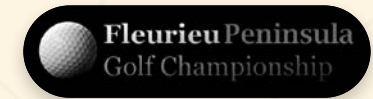
Major events are events which generate significant benefits for the State and align with wider government and tourism strategic plans. Events of this scale are typically world-class with visitation from international and/or national audiences and provide a strong media profile for the State, often including national and international broadcast.

It is likely for events of this calibre to present a sustainable legacy through offering additional opportunities to leverage the existing event or to host additional major events. Examples include the *2012 Australian Swimming Championships* (Olympic Trials) and the *2015 Liverpool FC Tour* at Adelaide Oval.



REGIONAL EVENTS

Regional events are significant to their location and its community, provide good economic returns and are able to boost the profile of the region. These events attract domestic and/or intrastate visitors, must generate local media and have the ability to generate state and national media coverage. Examples include the *Barossa Vintage Festival*, *South Australian Living Artists (SALA) Festival* and the *Melrose Fat Tyre Festival*.



COMMUNITY EVENTS

Community events are primarily driven and sustained by the respective local community, providing strong social outcomes, but less of an economic benefit to the region. Examples include *Floatfest* in the Riverland and *Fleurieu Peninsula Golf Championships* in the Fleurieu Peninsula. These events may have the ability to grow into Regional Events.

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ELIGIBILITY

RATIONALE FOR TARGETING AND ASSESSING EVENTS

Events will be pursued or assessed in line with the following criteria.

Core Considerations

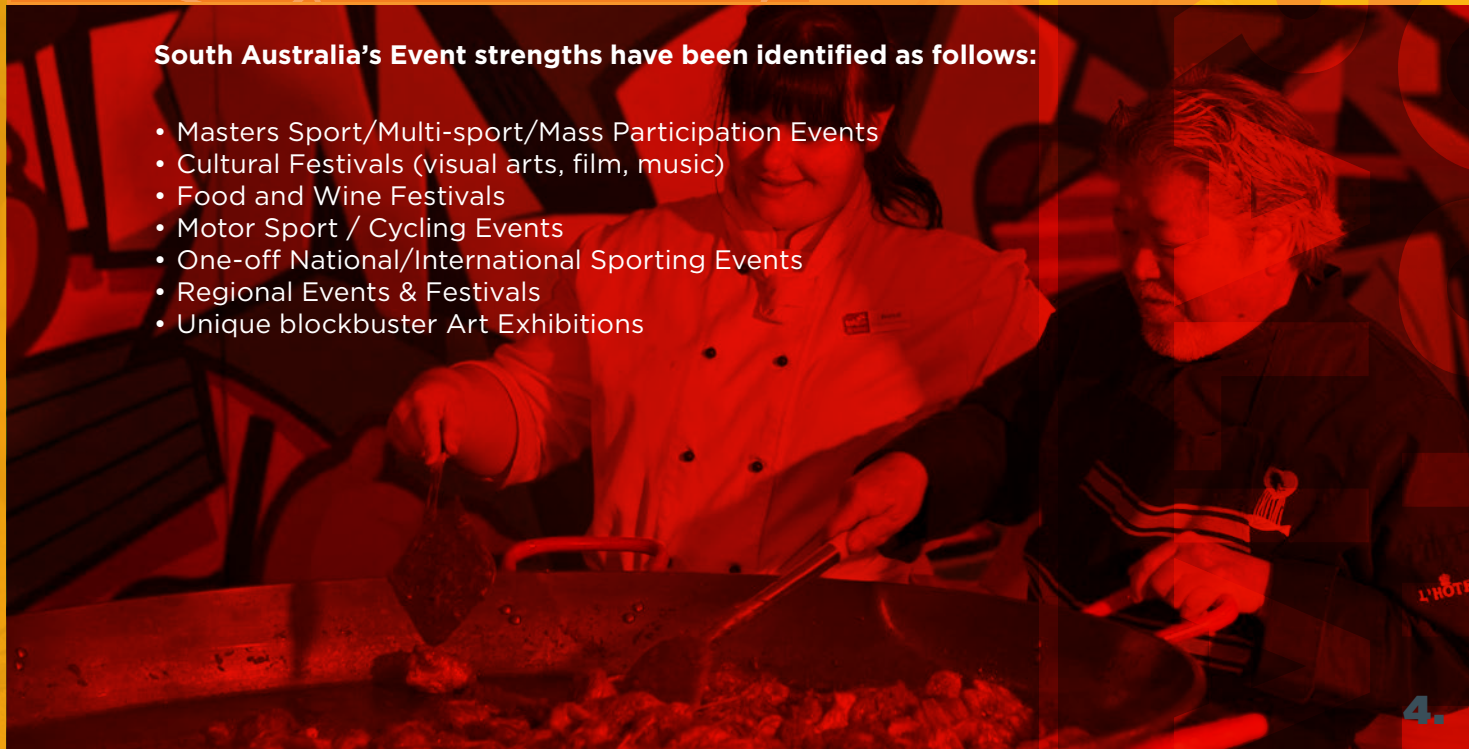
- **Strategic:**
The event must sit within the context of South Australia's Strategic Priorities, State Tourism Plan 2020, SATC/ESA Corporate Plans or evidence based research.
- **Brand:**
The event must be underpinned by South Australia's brand proposition and values.
- **Appeal:**
The event should where possible relate or appeal to consumers in the State's target audience of 'High Yield Experience Seekers'.
- **Collaborative:**
The event's implementation and commitment does not rely solely on the SATC.
- **Sustainability:**
The event must be sustained financially, with no adverse environmental or social implications.

Specific Considerations

- KPIs
 - Tourism - Event specific visitor expenditure from interstate and overseas
 - Media Exposure - Generate significant media coverage for South Australia nationally and internationally
- Exclusivity to South Australia
- Extend the events calendar (held away from peak event and tourism periods)
- Opportunity to profile and promote the State brand in the lead-up to and during the event via signage, social media and visual identification opportunities
- Utilisation of key existing or upgraded infrastructure e.g. State Aquatic Centre, Adelaide Oval and Adelaide Convention Centre
- Contributes to the cultural and social fabric of the state
- Provides a legacy which positively impacts on the community
- Provides an opportunity or pathway for Events South Australia to bid for other desired national or international major events

South Australia's Event strengths have been identified as follows:

- Masters Sport/Multi-sport/Mass Participation Events
- Cultural Festivals (visual arts, film, music)
- Food and Wine Festivals
- Motor Sport / Cycling Events
- One-off National/International Sporting Events
- Regional Events & Festivals
- Unique blockbuster Art Exhibitions





PROCESS OF SUBMISSION

Each event will be assessed on a case by case basis in line with the parameters outlined. Event organisers are encouraged to contact and/or meet with the Business Development Manager to discuss their proposal prior to submitting an application.

Mandy Milligan

Business Development Manager
Events South Australia
Email: mandy.milligan@sa.gov.au
Phone: 08 8463 4700



What Support Can Be Expected

- Sponsorship through this Program is in line with the ability to meet the criteria outlined in the eligibility section.
- Events South Australian and the South Australian Tourism Commission also offer in-kind support in areas of marketing, public relations, operations and event management. In-kind support is considered on a case-by-case basis as no two events are the same.
- Events South Australia reviews long term business planning, financial viability and event longevity. As such, Events South Australia may enter into a multiple year contract, but the contract will outline a set of key performance indicators (goals) that must be achieved. If the applicant is seeking a multiple year agreement, the overall sum that is being requested should be broken down to reflect how much financial support is being requested per event.

Sponsorship Requirements

- Successful candidates will be required to enter into an official signed agreement with Events South Australia that sets out the key terms of the sponsorship, reflecting how the sponsored event will deliver on the aligned outcomes, and providing full accountabilities for utilisation of sponsorship funds.
- Event organisers will need to submit reports covering all aspects of the event including event management, marketing, event attendance and stakeholder management.
- Events South Australia will receive sponsor benefits such as sponsor acknowledgements, signage at event venues and tickets for events.
- Regular meetings and updates will be required to ensure the event is leveraged as best as possible.



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APPLICATION REQUIREMENTS

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 the 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 event
- Outcomes sought
- Social, cultural and economic goals
- Attendance estimates

4. Management

- Corporate structure and legal status
- Related organisations including controlling bodies
- Previous experience of holding events

5. Finance

- Proposed income and expenditure budget for the event
- Evidence of economic and financial capability (a letter from your licensed accountant or a copy of the most recent certified financial accounts)
- Details of appropriate insurances – Public Liability/Product Liability
- Details of sponsorship proposals
- Other government funding sought
- Other funding sought
- 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 marketing and public relations plans
- Details of target market

7. Media Exposure

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

8. Economic Impact

- 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

LODGING OF SUBMISSIONS

Submissions should be marked 'Confidential' and emailed, posted or delivered to the following address:

Business Development Manager
Events South Australia
GPO Box 1972
ADELAIDE SA 5001
E: mandy.milligan@sa.gov.au



ADDITIONAL

EVENTS SOUTH AUSTRALIA





TERMS AND CONDITIONS

- All sponsorship decisions, and the required contractual terms of any sponsorship, are solely at Events South Australia's discretion.
- Events South Australia's major event sponsorship funding is limited to events and is not applicable to conventions, conferences, trade shows and exhibitions. These types of activities are supported by the Adelaide Convention Bureau.
- The applicant should detail any actual or potential conflict of interest which could compromise the decision on the applicant or bring the process into disrepute. Each applicant warrants that all information provided in relation to its application is true and correct in all material particulars, at all times, and is not misleading whether by omission or otherwise. Each applicant must disclose all matters likely to be material to Events South Australia's consideration of its application or which might have a bearing on the outcomes Events South Australia expects to be delivered from the proposed sponsorship (including any disputes or potentially contentious matters, or any potential public relations issues). If circumstances or information changes after making an application, the applicant must immediately notify Events South Australia.
- Each applicant consents to Events South Australia carrying out due diligence on its application, including the organisations and personnel involved, and relevant track records. The applicant consents to Events South Australia making due enquiries from third parties in this regard, and shall provide access to referees upon request.
- No sponsorship decision is binding on Events South Australia until a formal written agreement to Events South Australia's satisfaction is signed by Events South Australia and the applicant.
- The event must occur after the sponsorship decision has been made and with sufficient time to allow for sponsorship agreement negotiations and for benefits to be leveraged accordingly.

EVENTS





FOR MORE INFORMATION /

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