

Sponsorship Application Form

*** indicates a required field**

Prior to the completion of the application, please ensure you make yourself familiar with the COVID-19 Fast Track Sponsorship Program Guidelines which can be viewed on Council's website. To access the document, please click [here](#).

Applications are open until 30 June 2022 or until available funds are expended.

For further assistance with making an application, please contact the Events and Visitor Economy Team on 1300 292 442 or email events@wagga.nsw.gov.au

Applications received after the closing date will be deemed ineligible and not be considered.

Opens: Tuesday 9 November 2021

Closes: Thursday 30 June 2022

Time period of event to be held: 1 January to 31 December 2022

What amount of sponsorship are you seeking * \$20,000

Applicant Details

*** indicates a required field**

Contact Details

Name of Applicant *
Rotary Club of Wollundry Inc.

Postal Address *
Po Box 229
Wagga Wagga NSW 2650 Australia

Contact Person *
Mr Phil McIntosh

Position
Chairperson

Telephone *

[REDACTED]

Email *

[REDACTED]

Are you registered for GST *
☒ Yes

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☐ No

Do you have an ABN *

☒ Yes

☐ No

ABN

96 274 767 063

Information from the Australian Business Register	
ABN	96 274 767 063
Entity name	Rotary Club Of Wollundry-wagga Wagga Incorporated
ABN status	Active
Entity type	Other Incorporated Entity
Goods & Services Tax (GST)	Yes
DGR Endorsed	No
ATO Charity Type	Not endorsed More information
ACNC Registration	No
Tax Concessions	No tax concessions
Main business location	2650 NSW
Information retrieved at 1:40am today	

Must be an ABN.

If you are an Organisation what is your status

☒ Incorporated Entity

☐ Other

NOTE: If not incorporated, you will need an auspice, please complete section 2

Incorporated Association or Australian Corporation Number

Are you a not-for-profit Organisation

☒ Yes

☐ No

Auspice Organisation Details

This section is only required if you are not applying on behalf of an incorporated entity.

Auspice Organisation Name

Auspice Organisation Address

Must be an Australian postcode.

Auspice Organisation Contact Phone Number

Must be an Australian phone number.

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Auspice Organisation Email

Must be an email address.

Auspice Organisation Incorporated Association or Australian Corporation Number

Please attach signed letter of support by Auspice Organisation

No files have been uploaded

Does the Auspice Organisation have an ABN Number?

- ☐ Yes
☐ No

ABN

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	
ACNC Registration	No
Tax Concessions	
Main business location	

Must be an ABN.

General Information

*** indicates a required field**

1. Event Details

Describe the event or project for which you seek support *

Gears + Beers is a local cycling and craft beer festival in its 7th year. The festival started from humble beginnings and has grown to accommodate over 5,000 attendees, with 66% of attendees coming from outside the Wagga LGA. We would utilize the funds to expand the festival to the Riverside precinct for our 8th event in October 2022.

Provide a short description (100 words recommended) of your project ie. what is it and what would you like to achieve

Name of event or project *

Gears + Beers Festival

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Proposed Event date/s *

1-2 October 2022

Location *

Wagga Wagga and Surrounds

How many people will likely attend the event? *

- ☐ Less than 100
- ☐ 101-250
- ☐ 251-500
- ☐ 501-1000
- ☐ 1001-1500
- ☒ 1501 or more

What percentage of attendees do you estimate will come from outside the Local Government Area? *

66% based on attendee figures from 2019.

Please attach your event management plan, run sheet or project plan *

Filename: 2022_Marketing Plan.pdf

File size: 233.4 kB

Filename: G B Marshalls Booklet_2019 (1).pdf

File size: 1.5 MB

How will you acknowledge Council if your project is successful in receiving funding? *

WWCC will be acknowledged as a major sponsor on our website (logo) as well as in-festival advertising (logo). Council will be given the opportunity to provide collateral or marketing materials to be inserted in to the rider bags that all riders/visitors receive. WWCC will also be acknowledged in eDM's and on social media.

Please provide details on the sponsorship benefits you can offer in return for sponsorship eg. logo recognition, advertising space, eDM inclusion, social media etc.

Are naming rights available? *

- ☐ Yes
- ☒ No

2. Assessment Criteria

Please note if you are successful in receiving sponsorship funding, this section will form part of the evaluation for acquittal purposes.

How will your project deliver positive outcomes for the community and/or local business, local creatives? *

The benefits of the festival are felt across the wider Wagga community. There are many stakeholders that benefit economically from this annual event:

- Accommodation providers not only in Wagga, but surrounding towns that have to take the overflow of visitors
- Local hospitality and retail operators who see a dramatic increase of visitors spending dollars in the community

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- Local clubs and not-for-profits who assist the festival, and in return, receive donations to their clubs to distribute in the community. These clubs are not only in Wagga, but also Coolamon, Mangoplah and Marrar.
- Local musicians, artists and photographers who are employed to work at the festival
- Local volunteers, who dedicate their time to causes such as Gears + Beers, that distribute a portion of profits to charitable organisations

In a study done in 2019, the economic impacts of the festival was calculated by RDA Riverina (attached - Gears and Beers Tourism Impact Report 2019.pdf). It was determined that for the duration of the event, total output, including all direct, supply-chain and consumption effects is estimated to increase by up to \$1,862,073 dollars (page 3). This will only increase as the festival experiences growth in future years.

eg. How will your project help the community connect and recover from the impacts of COVID-19 and/or how will your project work with, have flow on effects to or encourage support for local businesses and/or creatives.

How does this project align with Wagga Wagga City Council's strategic plans and priorities to support a growing economy and community connection? *

In the WWCC Community Strategic Plan 2040, it is identified on page 33 that an outcome of the Council is to the City and Villages by "showcasing the open spaces" and doing this by partnering with sporting organisations clubs and community members. This is at the heart of the Gears + Beers Festival, as the drawcard to our event is that cyclists and visitors to the region, experience the canola fields and rural setting during their ride.

Another strategy of the Council is to "Showcase the cultural heritage of the Wiradjuri people". This is a new goal for Gears + Beers Festival this year with the introduction of a new ride on Saturday, the day , before the traditional rides. The Saturday Mystery Ride takes in a loop of the Wiradjuri Trail, as well as added cultural elements we have organised in conjunction with the Wiradjuri Elders.

One strategy of WWCC in establishing a strong sense of community connection is to provide family family events. Gears + Beers is one of these key partners as our festival offers rides for all ages, and encourages family participation.

Gears + Beers Festival is mentioned numerous times in the WWCC Events Strategy 2020-2024 as a key event that will assist in Council's aim to build Wagga's profile as a leading regional events destination. We aim to work with Council to continue to grow our event with the aim of putting Wagga Wagga on the map as a cycling destination in not only NSW, but Australia.

Please provide details on how your project will deliver a safe experience that complies with NSW Health advice? *

The festival has in place a COVID safety plan that we are adhering to. We are implementing measures such as staggering ride start times and groups to avoid gathering people in large numbers unnecessarily. We have created a larger festival space by removing the food vendors from inside the festival area and putting them on Morrow street, to give festival patrons more space to social distance.

Describe how your event is new and innovative for the city or if your event is not new describe how it has adapted in an innovative and creative way to respond to the impacts of COVID-19 *

Gears + Beers was the brainchild of Phil McIntosh some 8 years ago. Back then, gravel cycling had gained traction overseas and was starting to gain popularity in Australia. The first event of its kind in not only Wagga or NSW but Australia, Gears + Beers was an immediate success with cycling fans across the country. The unique gravel element to

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the rides in Gears + Beers made it a must-do ride for cycling fanatics. This was, and still remains our Unique Selling Point.

Our creative flair was called upon in 2020 when our festival was cancelled. Instead of radio silence to our disappointed attendees, we ran our DIY Gears + Beers Festival, with riders sending in their photos of their own epic rides. There were prizes up for grabs for the great pics and adventures, including over 100 Thirsty Crow beers, as we wanted to support local businesses during the difficult time.

How will the event increase the profile of Wagga Wagga? *

Gears + Beers festival is key in increasing the profile of Wagga Wagga, as the target audience is attendees from outside the LGA. In 2019, the attendance figures showed that out of the 4776 attendees, 2362 were from outside the Wagga LGA but were still within NSW, 846 were from Interstate, and 7 were from overseas. We hope to increase this figure by 20% this year.

Please attach any supporting information about your event listed in this application, if available

Filename: Gears and Beers Tourism Impact Report 2019.pdf

File size: 611.6 kB

E.g. Covid Safe Plan, marketing plan

3. Event Budget and Council Support

Total event/festival/project cost *

\$140,000

Please attached your budget detailing expenses, income and in-kind support *

Filename: GBBudget_2021_22.pdf

File size: 63.0 kB

Provide a breakdown of how the requested financial support will be expended *

Investment of WWCC funds into the Gears + Beers Festival will enable us to optimize the use of our social media platforms. This will have a direct effect of reaching additional potential

participants, both riders and festival goers. Having these extra funds will allow us to target the

messaging to interest groups which in turn equates to more visitors from outside the region attending the event. Advertising in the past has been very general in its focus (a little bit of everything for everyone). We want to direct/target an increase in the marquee ride the Dirty 130

numbers both domestically and internationally - to achieve this we need to penetrate via social media.

Investment in photography, videography and our celebrity endorser allows us to create assets to

use for the following years promotion, allowing us the opportunity to increase the following areas

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will drive higher engagement with the event:

- o Facebook engagement (organic engagement, video views and sharing)
- o Facebook sponsored posts (paid advertising results)
- o Instagram engagement (organic engagement, video views and sharing)
- Website

There is a difference in the attached budget and the amount entered as the attached budget only runs through until June 2022 and I could not get the next financial years budget from the accountant in time. It is estimated that there are an additional \$40,000 worth of expenses from July-October 22.

Has your organisation/association made other applications for financial assistance from Council for this project? *

- ☐ Yes
☒ No

Eg fee waiver, annual grants, clubGrants

Declaration, Review and Submit

*** indicates a required field**

Privacy Information

In compliance with the *Information Privacy Act 2009* (the Act) personal information on this form may be stored in City of Wagga Wagga's records database and may also be used for statistical research, information provision and evaluation of services. Your personal information may be provided to the financial institution which handles City of Wagga Wagga's financial transactions and may be disclosed to other agencies and third parties for purposes related to this application and/or monitoring compliance with the Act. Except in these circumstances, personal information will only be disclosed to third parties with your consent unless otherwise required or authorised by law.

Declaration:

I declare that all the information supplied in this application form and any attachments, are true and correct to the best of my knowledge and that the application has been submitted with the full knowledge and agreement of the management of the organisation or association or business. Wagga Wagga City Council is to be notified of any changes to the information supplied and any other information of circumstances arising that may affect this application.

By signing and submitting this form I understand that if Wagga Wagga City Council approves the grant funding sponsorship application that I will be required to accept the terms and conditions as outlined in the Sponsorship Agreement. This will include, in part, how the sponsorship will be acknowledged, agreement to provide a COVID-safe event plan and the requirement to submit an acquittal and evaluation within 8 weeks of the event or project, including evidence of expenditure.

1. Name of primary contact person *

Mr Phil McIntosh

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Position

Chairperson

Date *

13/02/2022

Must be a date

You are now coming to the end of your application process and before you **REVIEW** and click the **SUBMIT** button please take a few moments to provide any feedback you may have regarding our online grants application process.

Please indicate how you found the online application process:

☐ Very easy ☐ Easy ☒ Neither ☐ Difficult ☐ Very difficult

Please provide us with any improvements and/or additions to the application process/form that you think we need to consider:

No more than 100 words.