

BCC 2026-27 Application Form - Event Sponsorship

Form Preview

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Before You Start

The Event Sponsorship Program provides financial support to community groups, organisations, businesses and event operators for events that deliver economic, social and environmental benefits to Burnie. Sponsorship is available for one-off events and, where appropriate, multi-year sponsorship of up to three years for events that demonstrate ongoing strategic value.

A priority funding round is held each year to assist Council in planning and allocating event sponsorship funding. Following the priority funding round, applications continue to be accepted and assessed on a rolling basis, subject to available funding.

This funding can generally support community festivals, sporting events, arts and cultural events, exhibitions, conferences and other events that provide a demonstrated benefit to the Burnie community. Funding will generally not be provided for events undertaken primarily for commercial profit, political activities, retrospective funding or costs already funded through another Burnie City Council funding program. (*See the Event Sponsorship Guidelines for the full eligibility and funding criteria.*)

Key dates: Applications for the priority funding round close on 23 August 2026. Applications remain open throughout the year after this date, subject to available funding. Applicants should apply at least three months before their event to allow sufficient time for assessment. While later applications may still be considered, Council cannot guarantee a decision before the event.

Eligibility

Applications are open to incorporated not-for-profit organisations (including community groups and clubs), registered charities, businesses, sole traders, schools, government organisations and other organisations where the event delivers a demonstrated community benefit. Unincorporated groups may apply through an eligible auspice organisation.

To be eligible, events must be delivered within the Burnie municipal area or demonstrate a direct benefit to the Burnie community. Applicants must hold appropriate public liability insurance, demonstrate the capacity to deliver the event, have met any previous Council grant reporting obligations (unless otherwise approved), and meet the eligibility requirements outlined in the Guidelines.

Questions? Contact the Community Grants Team — grants@burnie.tas.gov.au / 6430 5700

Please confirm

- ☐ My organisation has read the Event Sponsorship Guidelines
- ☐ My organisation and event are eligible.
- ☐ The event has not commenced.
- ☐ The event will be delivered within the Burnie municipal area or provide a direct benefit to the Burnie community.
- ☐ My organisation holds appropriate Public Liability Insurance.
- ☐ My organisation has completed all Final Reports for previous Burnie City Council grants (where applicable).

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☐ I understand that successful applicants must enter into a Sponsorship Agreement with Burnie City Council.

Contact Details

* indicates a required field

Privacy Notice

We pledge to respect and uphold your rights to privacy protection under the [Australian Privacy Principles](#) (APPs) as established under the *Privacy Act 1988* and amended by the *Privacy Amendment (Enhancing Privacy Protection) Act 2012*. To view our privacy statement, go to www.burnie.tas.gov.au or view the Council's [Personal Information Protection Policy](#).

Applicant Organisation Details

Applicant Organisation Name *

Organisation Name

Please use your organisation's full name. Check your spelling and make sure you provide the same name that is listed in official documentation such as with the ABR, ACNC or ATO.

Department / Branch / Section

Use this field only if relevant

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.

Applicant Postal Address *

Address

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

Applicant Website

Must be a URL.

Must be a URL

Organisation Type

Other:

If other, please specify

Briefly describe your organisation and its purpose. *

Word count:

Must be no more than 100 words.

Primary Contact Details

Primary Contact Person *

Title First Name Last Name

This is the person we will correspond with about this grant

Position held in organisation *

e.g. Manager, Board Member, Fundraising Coordinator

Primary Phone Number *

Must be an Australian phone number.

Mobile is preferable

Alternative Phone Number

Must be an Australian phone number.

Email *

This is the address we will use to correspond with you about this expression of interest

Auspice Information

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New Section

Is your Organisation Incorporated?

☐ Yes ☐ No

Unincorporated organisations applying for a grant must be auspiced by an incorporated organisation. If you do not have an auspice you do not meet the eligibility requirements for this grant.

Auspice Organisation Details

New Question

Applications from unincorporated groups must be supported by an incorporated auspice organisation.

Does the Auspice organisation have an Australian Business Number (ABN)? *

☐ Yes ☐ No

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 Postal Address

Address

Auspice Organisation Primary Contact

Auspice Organisation Primary Contact

Title	First Name	Last Name

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Position

Primary Contact Number

Must be an Australian phone number.

Alternative Contact Number

Must be an Australian phone number.

Email

Must be an email address.

Has the Auspice organisation agreed to receive and administer the grant on your behalf?

- ☐ Yes
☐ No

Please attach a letter from the Auspice organisation confirming this arrangement. *

Attach a file:

Letter must be signed by an appropriately authorised person (e.g. CEO, Director, Board Chair) and must include, name, position, signature and date.

Event Summary

* indicates a required field

Event Details

Event Name *

Provide a name for your event. Your title should be short but descriptive

Event Venue/Location *

Where do you plan to deliver the event?

Proposed Start Date *

Must be a date and no earlier than 1/10/2026.
What date do you plan to hold this event?

What sponsorship term are you applying for?

Multi-year sponsorship is intended for established events that deliver ongoing strategic benefits to the Burnie community. Council will generally apply a declining funding model to encourage financial sustainability over the sponsorship term.

Event End Date *

If unknown, provide your best guess

Total Amount Requested (excluding GST)

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Must be a dollar amount.
How much funding are you requesting?

Which Making a Better Burnie 2044 outcome(s) does your project support?

Which Making a Better Burnie 2044 outcome(s) does your project support?

- ☐ Making an active town centre (A great place to live, shop, work and play; clean, well maintained; green, attractive and safe)
- ☐ Making liveable local communities (Planned and connected communities; quality parks and open spaces; accessible community facilities and services)
- ☐ Making sustainably built and natural environments (Environmental sustainability, climate resilience, natural environments and sustainable infrastructure)
- ☐ Making culturally rich and vibrant communities (Active communities, thriving community groups, volunteering, participation, arts, culture and recreation)
- ☐ Making democratic and engaged communities (Leadership, consultation, collaboration, community participation and advocacy)

Briefly describe your event and what attendees can expect. *

Word count:

Must be no more than 100 words.

If this is an existing event, briefly describe its previous success (for example attendance, visitor numbers, notable achievements, duration).

Event Outcomes

* indicates a required field

Event Outcomes

Describe:

- the purpose of the event and the community need or opportunity it responds to
- who the event is intended for and its target audience
- the economic, social and environmental benefits it will deliver, including any benefits for local businesses or the broader community
- any lasting benefits or legacy for the Burnie community.

Consider:

- what makes the event appealing or distinctive
- how it encourages community participation and connection
- how it is welcoming, accessible and inclusive
- any opportunities to support local businesses or attract visitors
- any environmental or sustainability initiatives

Why is this event important and what outcomes will it achieve? *

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Word count:
Must be no more than 400 words.

Approximately how many people do you expect will attend?

What other in-kind will be required to enable you to deliver this event ?

Attendees include all people participating in or attending the event, including competitors, performers, officials, volunteers, exhibitors, sponsors, support staff and spectators or audience members. If no attendees for the below enter '0'.

Total attendees	Attendees from outside the Burnie municipality	Attendees staying in Burnie because of the event	Average number of nights stayed in Burnie
Must be a whole number (no decimal place).	Must be a whole number (no decimal place).	Must be a whole number (no decimal place).	Must be a whole number (no decimal place).

Promotion and Place Profiling

Describe:

- showcase Burnie's unique places, culture, heritage, businesses or community;
- promote the event and encourage attendance;
- attract visitors and, where relevant, encourage overnight stays;
- activate local venues, public spaces or community facilities, where relevant; and
- acknowledge Burnie City Council's sponsorship through promotional material, media, signage or social media.

How will your event promote Burnie and showcase the municipality as a vibrant place to live, work and visit? *

Word count:
Must be no more than 400 words.

Event Delivery

Describe:

- how the event will be planned, managed and delivered;
- your organisation's experience delivering similar events;
- the people, volunteers, partners and other resources involved;
- how you will ensure the event is safe, accessible and well managed; and

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- any significant risks and how they will be managed.

How will your organisation successfully deliver this event? *

Word count:

Must be no more than 400 words.

Event Budget

* indicates a required field

Budget (GST exclusive)

Please provide the following information about your event. All figures entered should be excluding GST.

Total Event Income and Expenditure

Total Event Income

Must be a whole dollar amount (no cents).

Total Event Expenditure

Must be a whole dollar amount (no cents).

Other Funding

Include the funding source, amount (if known) and whether the funding has been approved, is pending or was unsuccessful.

Please provide details of any funding or sponsorship that has been secured or applied for from other organisations for this event. *

Word count:

Must be no more than 150 words.

Estimated Economic Impact

Estimated direct economic impact *

Must be a whole dollar amount (no cents).

Direct economic impact is the estimated spending directly associated with your event, such as accommodation, food and beverage, retail purchases, transport, fuel, ticket sales, venue hire or other event-related expenditure in the Burnie municipality.

Estimated indirect economic impact *

Must be a whole dollar amount (no cents).

Indirect economic impact is the estimated flow-on economic activity generated by your event, such as local supplier purchases, contractor expenditure or other secondary spending resulting from the event.

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How were these estimates calculated?

For example, you may have used:

- attendance figures from previous events;
- visitor or participant surveys;
- accommodation bookings;
- average visitor expenditure estimates;
- ticket sales or registrations;
- expenditure data from local businesses or event suppliers; or
- other reasonable assumptions or industry data.

Please briefly describe how you estimated the economic impact.

Word count:

Must be no more than 150 words.

Council Sponsorship

Describe the activities or expenditure that Council's sponsorship will support.

Please note: Any Council services or in-kind assistance requested will be included as part of your total sponsorship request and are not additional to, or separate from, the sponsorship sought through this application.

-----_Council Sponsorship (1)

How will Burnie City Council's sponsorship be used? *

Word count:

Must be no more than 150 words.

Please describe any Council services or in-kind assistance sought as part of your sponsorship request. - *

Must be no more than 150 characters.

Please note: Any Council services or in-kind assistance requested will be included as part of your total sponsorship request and are not additional to, or separate from, the sponsorship sought through this application.

-----_Council Sponsorship (2)

How will Burnie City Council's sponsorship be used? *

Word count:

Must be no more than 150 words.

Please describe any Council services or in-kind assistance sought as part of your sponsorship request. - *

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Must be no more than 150 characters.

Please note: Any Council services or in-kind assistance requested will be included as part of your total sponsorship request and are not additional to, or separate from, the sponsorship sought through this application.

-----Council Sponsorship (3)

How will Burnie City Council's sponsorship be used? *

Word count:

Must be no more than 150 words.

Please describe any Council services or in-kind assistance sought as part of your sponsorship request. - *

Must be no more than 150 characters.

Please note: Any Council services or in-kind assistance requested will be included as part of your total sponsorship request and are not additional to, or separate from, the sponsorship sought through this application.

Event Surplus

For example, reinvestment into future events, community initiatives, organisational sustainability, equipment purchases or other community benefits.

If the event generates a financial surplus, how will it be used or distributed? *

Word count:

Must be no more than 100 words.

Detailed Event Budget (Optional)

You may upload a detailed event budget to support your application. This may assist Council to better understand your event's financial information and funding sources.

Budget Document

Attach a file:

Multi-Year Sponsorship Applications only

Please skip if applying for single year sponsorship

Describe how you plan to:

- increase income from sponsorship, grants, ticket sales or other revenue sources
- reduce reliance on Burnie City Council funding over time

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- ensure the event remains financially viable beyond the sponsorship period

How will you strengthen the event's financial sustainability over the proposed sponsorship period?

Word count:

Must be no more than 200 words.

Supporting Documentation

Additional Documentation

You may upload any additional documents that support your application and help Council understand your event.

Examples may include:

- event concept, management or business plan
- marketing or communications plan
- sponsorship prospectus
- previous event reports or attendance information
- letters of support
- media coverage
- venue or site plans
- any other relevant supporting information

Upload Document(s)

Attach a file:

Certification

* indicates a required field

Certification

This section must be completed by an appropriately authorised person on behalf of the applicant organisation (may be different to the contact person listed earlier in this submission form).

I certify that to the best of my knowledge the statements made within this expression of interest are true and correct, and I understand that if the applicant organisation's expression of interest is successful we will be required to submit a full proposal for consideration.

I agree *

☐ Yes

☐ No

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Name of authorised person *

Title

First Name

Last Name

Must be a senior staff member, board member or appropriately authorised volunteer

Position *

Position held in applicant organisation (e.g. CEO, Treasurer)

Contact phone number *

Must be an Australian phone number.

We may contact you to verify that this application is authorised by the applicant organisation

Contact Email *

Must be an email address.

Date *

Must be a date