

## Sports Aircraft Builders Club Inc. – 50th Anniversary Fly-In Sponsorship Overview

<b>Council Policy 5.1.14 – Community Contributions</b>	
<p>There are 4 categories of Community Contributions outlined under Policy 5.1.14 – Community Contributions, being:</p> <ul style="list-style-type: none"> <li>• In-Kind</li> <li>• Donations</li> <li>• Sponsorships</li> <li>• Fee Waivers and Reductions</li> </ul> <p>When considering the 50<sup>th</sup> Anniversary Fly-In Event presented by the Sports Aircraft Builders Club Inc. (SABC), an outgoing sponsorship is recommended by Officers, consistent with provisions within the Policy. These considerations are summarized below.</p>	
<b>Comment - Event/Proposal</b>	<b>Relevant Policy Extracts (Summary only - see full Policy for comprehensive detail)</b>
<p>There are no eligibility conditions within the Policy that would preclude consideration to the SABC event for outgoing sponsorship. Information for the event has been received in excess of the 10 days specified and SABC are an incorporated local community group.</p>	<p><i>Identified on Page 1 – 2 of Policy 5.1.14</i></p>
<p>As an Anniversary event, benefits and outcomes across multiple target areas of the Policy can be achieved, including:</p> <ul style="list-style-type: none"> <li>• Community Development</li> <li>• Sport and Recreation</li> <li>• Economic Development</li> <li>• Education and Leadership</li> </ul>	<p><i>Community Contributions aim to provide assistance to individuals and incorporated local community groups that can deliver measurable benefits and outcomes in one or more of the following target areas:</i></p> <ul style="list-style-type: none"> <li>• <i>Community Development</i></li> <li>• <i>Sport and Recreation</i></li> <li>• <i>Economic Development</i></li> <li>• <i>Environment and Heritage</i></li> <li>• <i>Culture and the Arts</i></li> <li>• <i>Education and Leadership</i></li> <li>• <i>Health and Wellbeing</i></li> <li>• <i>Community Safety and Resilience</i></li> </ul>



## Sports Aircraft Builders Club Inc. – 50th Anniversary Fly-In Sponsorship Overview

<p>There is no specified value within the Policy for event sponsorship, only thresholds for approval of funds. As such the amount requested from SABC in their Major Event application of \$10,796.16 (\$10,797) could be awarded, subject to the availability of funds which has been confirmed.</p> <p>Overall, the value of sponsorship for the number of attendees proposed (3,000) and the National reach of the attending audience is considered to be proportionate to the event.</p>	<p><i>All contributions articulated within this Policy are subject to the availability of funds.</i></p>
<p>Whilst the SABC Event is not open for general public attendance, sponsorships allow for a contribution from the Shire for positive promotion of the Shire brand.</p> <p>Given the significant reach of this event across the State and Nationally – with involvement of organisations such as the Royal Federation of Aero Clubs Australia - this Event provides a significant opportunity to align the Shire brand with a long standing, popular event within the Aviation Industry.</p>	<p><i>A sponsorship is a commercial arrangement in which a sponsor provides a financial contribution or in kind support to an activity in return for certain specified benefits.</i></p> <p><i>Sponsorship does not include:</i></p> <ul style="list-style-type: none"> <li>• <i>Selling advertising space.</i></li> <li>• <i>Consultancies.</i></li> <li>• <i>Grants, including funding agreements and community grants.</i></li> <li>• <i>Gifts, donations, bequests or endowments.</i></li> </ul> <p><i>The Shire may wish to undertake sponsorship of an event or activity that is organised or managed by an external organisation. The organisation/activity/event may be not-for-profit or commercial in nature. The Shire may undertake a sponsorship of such an event if it has an expectation that it will receive agreed benefits that may include, though not limited to:</i></p>





## Sports Aircraft Builders Club Inc. – 50th Anniversary Fly-In Sponsorship Overview

- *Appropriate branding and profile raising opportunities;*
  - *Ability to leverage support through community attendance or staging of display/complementary event where appropriate;*
  - *Ability to reach traditional and non-traditional audiences; and*
  - *Is seen to be supporting a worthwhile cause or activity within the community*
- Demonstrated benefits to the Shire in return for sponsorship are to include one or more of the following:*
- *Opportunities to promote key messages, programs and activities of the Shire.*
  - *Development or enhancement of key stakeholder relationships.*
  - *Provision of immediate and/or sustained community benefit in accordance with Council's overall mission and desired outcomes.*
  - *Connection with a reputable recipient could enhance Council's image and reputation.*
  - *Facilitate community, cultural and economic development.*

***Value of Sponsorship Recommended by Officers: \$10,796.16***

