

Goulburn Mulwaree Council - Event Sponsorship Assessment

Community Events Sponsorship Assessment Matrix Criteria

Objective	Criteria	Score Options	Score
Attendee Appeal	Appeal to a wide demographic	No Yes	0 2
	Number of attendees	< 100 101 – 500 501 – 2000 2000+	0 2 5 10
Community Connections	Creates community partnerships	No Yes	0 5
Economic Benefit	Demonstrates the benefits of: Economic Community Social	No Yes No Yes No Yes	0 5 0 5 0 5
Accessibility	Open and accessible to the public	No Yes	0 5
Heritage, Arts and Culture	Showcases heritage, arts and culture of the region: Heritage Arts and Culture	No Yes No Yes	0 5 0 5
Council Funding	Not reliant on Council funding for viability	No Yes	0 5
	Total Score:		/50

*Note: A score above **30** for Community Events Sponsorship is required to be eligible to receive funding, where budget allows.*

Major Community Events (Pre-Determined)

Support Level: Determined by Council staff through annual budget process up to \$5,000 (cash and/or in-kind).

Example Events:

- ANZAC Day
- Australia Day – Marulan
- Goulburn Multicultural Festival
- Goulburn Show
- Lilac City Festival
- Tallong Apple Day
- Tarago Show

Sporting Events Sponsorship Assessment Matrix Criteria

Objective	Criteria	Score Options	Score
Attendee Appeal	Attract large number of participants and accompanying partners	< 100 101 – 200 201 – 500 > 501	1 2 3 5
Economic Benefit	Demonstrates economic impact, particularly overnight visitation	< \$50,000 \$50K – \$100K \$100K – \$200K > \$200K	2 3 4 5
Prospective Visitors	Potential to draw significant visitors from: Interstate International	No Yes No Yes	0 5 0 10
Prestige Profile	Prestige events that raise the profile of Goulburn and bring positive media and stakeholder attention to the region	No Yes	0 5
	Total Score:		/30

*Note: A score above **12** for Sporting Events Sponsorship is required to be eligible to receive funding, where budget allows.*

Special Events Sponsorship Assessment Matrix Criteria

Objective	Criteria	Score Options	Score
Attendee Appeal	Appeal to a wide demographic	No	0
		Yes	5
	Large number of attendees (from outside of LGA)	No	0
		Yes	5
	Number of attendees	< 100	0
		101 – 500	2
		501 – 2000	5
		2000+	10
Economic Benefit	Significant estimated economic benefit through overnight visitation	< \$50,000	2
		\$50K – \$100K	3
		\$100K – \$200K	4
		> \$200K	5
Affordable and Accessibility	Affordable and accessible to the community	No	0
		Yes	5
Community Connections	Involvement of: Local Businesses	No	0
		Yes	5
	Local Artists	No	0
		Yes	5
	Local Musicians	No	0
		Yes	5
	Local Producers	No	0
		Yes	5
	Total Score:	/50	

*Note: A score above **30** for Special Events Sponsorship is required to be eligible to receive funding, where budget allows.*