Mildura Rural City Council

Sponsorship Policy

Policy – CP081

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Manager Economic Development & Tourism	Executive Leadership Team	Council	October 2026	2026/00123
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1. The purpose of this policy is

To provide Mildura Rural City Council with a clear and transparent framework for supporting sponsorships that are of mutual benefit, drive tourism, support local talent and showcase Mildura outside the region.

Sponsorship is the provision of support or funds for an individual or group that results in attracting visitors, promoting the region and/or lifting the profile of the Mildura brand outside the region.

2. Policy Statement

Mildura Rural City Council is committed to supporting sponsorship opportunities that:

- Promote Mildura as a vibrant and marketable destination
- Support local talent and creativity
- Promote and extend the Mildura.com brand
- Encourage community and visitor participation and pride in our region
- Generate tourism and economic impact

As part of meeting its overall corporate objectives outlined in the Community and Council Plan, Council is aware of the importance local government plays in the provision of funding through sponsorship opportunities across the municipality.

Principles

The overarching principles of this policy are:

- To ensure any sponsorship is consistent with Council's objectives, strategic direction and core values.
- To provide promotional opportunities for Mildura as a tourism brand externally / outside the region.

- To ensure opportunities for sponsorship are open to all members of the public and the process for obtaining sponsorship is fair, open and transparent.

Objectives

- **Drive overnight visitor expenditure** – Attract external visitation, extend length of stay and increase overnight visitor expenditure.
- **Showcase Mildura** – Build Mildura's destination brand profile through sponsorship that align with the region's competitive advantages, attracting significant media profile.
- **Success pathways** - creating pathways for success and recognition on regional, national, and global stages.

3. Sponsorship Proposals

Individuals, teams, organisations, businesses and groups may submit a sponsorship proposal outlining:

- The sponsorship amount or support requested.
- The activity, program, or opportunity being undertaken.
- The promotional and marketing benefits offered to Council.
- The anticipated reach, audience and exposure.
- The expected benefit to the Mildura region and Mildura tourism brand.

Sponsorship may be provided as financial assistance, in-kind support, or a combination of both.

In-kind sponsorship may include the provision of Council-owned facilities, services, equipment, venue hire, waste services, permit fee waivers or other non-cash contributions where Council elects to forgo revenue or provide services in exchange for agreed sponsorship benefits.

Examples of benefits offered to Council may include, but are not limited to:

- Branding and logo placement.
- Social media promotion.
- Digital content creation.
- Media opportunities.
- Appearances and ambassador activities.
- Access to tickets, hospitality opportunities or experiences that showcase the region externally.
- Other agreed promotional deliverables.

Council may approve all, part, or none of the sponsorship requested based on available budget, strategic alignment and demonstrated return on investment.

4. Sponsorship Funding & Support Eligibility Criteria

Eligible applicants must:

- Be based in Mildura or demonstrate the potential to represent Mildura through activities that benefit the region.

- Demonstrate alignment with Council objectives.
- Limit applications to one per organisation/group/team or individual per financial year.

Ineligible applicants/activities include:

- Political groups or activities that have political purpose.
- Private, invitation-only, or exclusive programs.
- Activities / individuals conflicting with Council values or excluding community members including activities related to gambling.
- Religious groups, unless the event is non-denominational and demonstrates a broader benefit to the community.
- Events that are eligible for funding via the existing Events and Support Grants policy.
- Organisations who have not previously complied with permit or other conditions of Council, or who fail to apply for required permits.

5. Sponsorship Allocation

Sponsorship requests will be reviewed on their ability to deliver value to Council and the Mildura tourism brand. Reviews will consider the proposed benefits, audience reach, promotional opportunities, tourism outcomes, brand exposure and overall return on investment. Allocation is subject to available budget and Council discretion.

Allocation may be in the form of direct funding (financial assistance) or non-financial support such as equipment, uniforms, travel support, or access to facilities or events (in-kind donation) and must provide benefit to promotion of the region and Mildura brand outside the region.

Eligibility Criteria:

- Provide direct benefit to the brand of Mildura as a Tourism Destination and promotion outside the region.
- Enhance the reputation of Council and Mildura Region.
- Strengthen and support brand awareness that is mutually beneficial for both Council and the applicant.
- Contribute to enhancing visitation and length of stay in the Mildura region.
- Create opportunities for Council to build relationships with community organisations and leaders.
- Align with the Council’s objectives, strategic direction and core values.

6. Council Processes to Administer the Funding Programs

6.1 Advertisement

Council may publicise funding opportunities through Council channels, including print, website, newsletter, information sessions, and social media.

6.2 Application Process

Applications may be submitted throughout the year using Council's Sponsorship Application Form or by submitting a Sponsorship Proposal.

Applicants must provide details of:

- The sponsorship support requested.
- The activity, program or opportunity.
- Proposed promotional benefits and deliverables for Council.
- Anticipated audience reach and exposure outside the region.
- Any tourism, visitation or economic benefits to the Mildura region.
- Supporting information relevant to the proposal.

Applicants may submit one sponsorship proposal per financial year unless otherwise approved by Council.

6.3 Assessment Criteria

Applications will be reviewed by the following:

Strategic Alignment
- Alignment with Council objectives, strategic priorities and the Mildura tourism brand.
- Ability to enhance the profile of Mildura as a destination outside the region.

Return on Investment
- Value of benefits offered compared to sponsorship requested.
- Quality and quantity of promotional opportunities.
- Potential reach, engagement and audience exposure.
- Media, digital and social media value.

Tourism and Economic Benefits
- Potential to attract visitors to the region.
- Potential to support visitation, overnight stays or economic activity.
- Promotion of Mildura to external audiences. (outside the region)

Brand Exposure
- Visibility of Mildura branding.
- Opportunities for content creation, storytelling and promotion.
- Opportunities for ongoing brand recognition and awareness.

Partnership Value
- Opportunities for collaboration and long-term relationships.
- Access to activations, appearances, experiences or tickets that extends the Mildura brand.
- Additional benefits provided to Council, the region and the community.

Risk and Reputation
- Alignment with Council's values.
- Public image and reputation considerations.
- Compliance with legal, safety and permit requirements.

6.4 Consideration of Sponsorship Proposal

Council may seek additional information, supporting evidence or clarification from applicants to assist in determining the value and benefits of a sponsorship proposal.

The review process will consider:

- Strategic alignment.
- Promotional opportunities outside the region.
- Tourism and economic benefits.
- Audience reach and exposure.
- Return on investment.
- Reputation and risk considerations.
- Council reserves the right to accept all, part, or none of a sponsorship request.
- Delegation levels for approval will be determined in accordance with Council's Instrument of Delegation.

6.5 Funding Agreement

If approved a sponsorship agreement will be drawn up and signed by both Council and the successful party. Upon signing the agreement by both parties, payment of the total amount applied for will be made unless otherwise specified in the Sponsorship Agreement. Council may stage or condition payments against agreed deliverables or milestones.

Council may enter into multi-year sponsorship agreements where considered beneficial to achieving Council objectives and subject to budget availability and Council approval. Multi-year agreements will generally not exceed three years in duration and may include performance, reporting and review requirements.

6.6 Monitoring & Reporting

Successful applicants may be required to provide reports or evidence demonstrating delivery of agreed sponsorship outcomes and promotional benefits, including audience reach, social media activity, media exposure and other agreed deliverables.

Council will maintain appropriate records of sponsorship approvals, payments and acquittals to support transparency, reporting and compliance obligations.

6.7 Variation Process

Variations requested via Council’s Request for Variation form.

Changes must align with original objectives, occur within the financial year, and remain in the municipality.

Approved variations confirmed in writing and form part of the Funding Agreement if applicable.

7. Definitions

Economic Impact:
New exposure and expenditure in Mildura generated by supported individuals or teams, calculated using evidence.

Evidence:

Reliable, verifiable data (surveys, social media exposure, registrations, reports) supporting claims about outcomes, reach, or economic benefit.

Sponsorship
A financial or in-kind contribution provided by Council in exchange for agreed promotional, marketing, branding or community benefits that support Council objectives and deliver value to the Mildura region. Sponsorship is a partnership arrangement that provides mutual benefit to both Council and the recipient and generates exposure outside the region.

Sponsorship Agreement:
A formal written sponsorship agreement outlining the terms, conditions, obligations, deliverables and reporting requirements for any financial support provided. It ensures transparency, accountability and compliance.

Financial Assistance or in-kind donation:
Support provided to help an individual or team without expecting promotional return. This may be direct funding (financial assistance) or non-financial support such as equipment, tickets, uniforms, travel support, or access to facilities or events (in-kind donation).

8. Who is responsible for implementing this policy?

Manager Economic Development & Tourism

9. Legislation and other references

9.1 Legislation

- *Local Government Act 2020*.

9.2 Documents

This Policy is implemented in conjunction with the following documents:

- Tourism Strategy 2026
- Sponsorship Application

9.3 Risk Assessment Reference

Risk Category		Risk Category	
Asset Management		Financial Sustainability	✓
Committees		Human Resource Management	
Compliance – Legal and Regulatory	✓	Leadership & Organisational Culture	
Contract Management		Occupational Health & Safety	
Contract Tendering and Procurement	✓	Organisational Risk Management	
Corporate Governance		Project Management	
Environmental Sustainability		Public Image & Reputation	✓