

# Major Events Sponsorship

Major Events Sponsorship Program

# Purpose of presentation

- ▶ Overview of the Major Events Sponsorship Program
- ▶ Key elements of the program
- ▶ Differs from the Community Grants Program
- ▶ Common terms - visitation, destination promotion, economic benefits, audience reach

# Gateways for event funding

- ▶ Major Events Sponsorship Program
- ▶ Community Grants Program
- ▶ Sunshine Coast Council website
- ▶ Phone Council Officer to discuss

# Terminology

- ▶ Major events = tourism-related events
- ▶ Mooloolaba Triathlon Festival - QLD Garden Expo - Sunshine Coast Ukulele Festival

“The Sunshine Coast hosts a rich variety of major events each year which reinforces its reputation as a leading tourism destination. These events generate visitor expenditure which supports local businesses, as well as contributing to a range of liveability and community development objectives.”

# Major Events Sponsorship Program

- ▶ **Purpose** - to provide funds for events that:
  - ▶ Attract visitors to the Sunshine Coast
  - ▶ Generate media & brand exposure for the Sunshine Coast
- ▶ **Source of funds**
  - ▶ Tourism & Major Events Levy
  - ▶ Businesses that generate income from Tourism
- ▶ **Use of funds**
  - ▶ to market the Sunshine Coast nationally & internationally
  - ▶ to sponsor major events that attract visitors

# Major Events Sponsorship Program

- ▶ **Key emphasis**

- ▶ Economic benefits
- ▶ Destination exposure - audience reach

- ▶ **Eligibility - Sponsorship Guidelines**

- ▶ Significantly benefit the local economy by attracting visitors
- ▶ Attract media exposure/brand exposure for the Sunshine Coast from outside the region
- ▶ Be held within the boundaries of the Sunshine Coast Local Government Area

# Major Events Sponsorship Program

- ▶ **Performance Outcomes desired**
  - ▶ Visitor numbers
  - ▶ Economic impact & Return on investment
  - ▶ Audience reach - number of eyeballs to see destination brand
  
- ▶ **Differences - Major Events Sponsorship v Community Grants**
  - ▶ Outward looking - about visitors not about locals
  - ▶ Emphasis on Economic benefits
  - ▶ Emphasis on Destination promotion

# Conclusion

- ▶ Review funding programs on Council website
- ▶ Phone Council Officer to discuss eligibility & event fit