

2026/2027 Event Promotion Application Form

Form Preview

What you need to know

Who can apply?

The Loddon Shire Council may provide sponsorship for events that are held within the municipality and that provide important community development opportunities and/or attract a significant number of visiting competitors/participants, officials and families.

What will not be funded?

Projects that will not be funded include but are not limited to:

- events that promote political or religious ideals
- applications not submitted at least 30 days prior to the date of the event
- organisations which have an overdue event promotion acquittal.

How much

Applications from community groups can be made under one of the two following categories:

1. Major Event Category: \$1,000 for events of regional or state significance i.e. state sporting events and/or major festivals, and that attract a significant number of visitors from outside the region.
2. Minor Event Category: \$400 for events of local and sub-regional significance i.e. annual sporting tournaments or local community festivals.

Application Conditions

In exchange for the Loddon Shire Council's support, the community group will:

- enter into a formal agreement confirming that funds allocated by Council will be spent on advertising, promoting or conducting the event
- display Loddon Shire Council's banner at the major venue for the duration of the event
- acknowledge Council's assistance/sponsorship in all printed programs, media and promotional material
- allow Council to re-produce or use any photographs or promotional material for the purposes of publishing in press releases, council publication, reports and for any other appropriate purpose.

General conditions

If an event is cancelled:

- Any unspent promotional funds will be returned to Council.
- Council officers will assess the acquittal documentation and issue an invoice, if required.

Please note; the return of funds does not preclude your organisation from reapplying within the current financial year should your event be re-scheduled.

Additional information

Specific permits may be required for particular activities and/or infrastructure. These may include approvals for temporary structures, food safety, planning and traffic management amongst others. [Council's Event Management - A Guide for Organisers of Events](#) is a practical guide to assist event organisers to understand event requirements and the applicable approvals required for different elements of events.

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Before proceeding, please complete the following questions:

* indicates a required field

Does your organisation have any outstanding event promotion acquittals? *

Please send an email to communitysupport@loddon.vic.gov.au requesting confirmation of whether your organisation has any overdue event promotion acquittals.

Council officers will conduct a search and advise of any events which have an overdue acquittal.

Is this application being submitted at least 30 days before the event date? *

- ☐ Yes
☐ No

Confirmation

Thank you, you may now proceed to complete the application.

Please note; this application must be completed and submitted before this 30 day deadline to be considered for funding.

Contact Details

* indicates a required field

Organisation name *

Organisation Name

Applicant Contact *

First Name

Last Name

Organisation position *

Other:

Organisation Address *

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Address

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

Phone Number *

Must be an Australian phone number.

Email Address *

Must be an email address.

If your organisation has an email address, please use this instead of a personal email address.

Organisation Bank Account *

Account Name

BSB Number

Account Number

Must be a valid Australian bank account format.

This must be the organisation's bank account, personal bank accounts will not be accepted.

Is your event being held at your organisation's premises which you have a right to occupy? *

- ☐ Yes
☐ No

Please supply a letter of consent from the land owner/manager responsible for the land where the event is being held *

Attach a file:

Event Details

* indicates a required field

Event Name *

Event Location *

Start Date *

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Must be a date.

End Date *

Must be a date.

Event Status *

- ☐ Minor (\$400)
☐ Major (\$1,000)

Please view the event promotion guidelines for information on what criteria needs to be met to be considered

Major Event

As per the event promotion guidelines, please be aware that in order to receive major event sponsorship, the event must meet the following criteria:

- Event must be of regional or state significance i.e. state sporting events and/or major festivals
- Event must attract a significant number of visitors from outside the Loddon Shire region.

To view the event promotion guidelines, please visit Council's [website](#).

Welcome to Country

The Loddon Shire Council has allocated funding through their Event Promotion Scheme for community groups or event organisers to apply for up to \$500 to engage a Dja Dja Wurrung or Barapa Barapa representative to perform a Welcome to Country at public events.

This is a limited allocation and will be available until all funds have been exhausted.

Is your organisation conducting a Welcome to Country performance at your event?

- ☐ Yes
☐ No

Please submit a separate application for the Welcome to Country funding.

The form can be accessed via this link:

https://loddon.smartygrants.com.au/wtc_funding

Event Description

* indicates a required field

Please provide a description of the event *

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How will your event benefit the community? *

For example: tourism, economic and community development opportunities

What is the expected number of participants? *

Must be a number.

Promotion of event

How does your organisation intend to promote the event? Please include these promotional costs in your budget on the next page. *

- ☐ Television
- ☐ Radio
- ☐ Newspaper
- ☐ Posters/fliers
- ☐ Mail out
- ☐ Other:

What is the estimated cost of promoting the event? *

\$

Must be a dollar amount.

How will you measure if the event was successful? *

How will you acknowledge Council's sponsorship of the event? *

Evidence of Council acknowledgement on invitations/fliers/banners etc. must be submitted as part of the acquittal documentation.

Event Budget

Please don't add commas to figures, eg. write \$1000 not as \$1,000

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Income Budget

Please include income that will assist your organisation with paying for your event costs.

Income	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$

Expenditure Budget

Please include all anticipated costs your organisation will need to pay for in order to run your event.

Expenditure	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$

Before you submit this application

* indicates a required field

Have you determined if your project requires a permit? *

- ☐ Yes
☐ No

Specific permits may be required for particular activities and/or infrastructure. These may include approvals for temporary structures, food safety, planning and traffic management amongst others. Council's *Event Management - A Guide for Organisers of Events* is a

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practical guide to assist event organisers to understand event requirements and the applicable approvals required for different elements of events.

A copy of the guide can be downloaded from Council's [website](#).

Cancelled Event

In the unfortunate situation that the event is cancelled, we agree to return any unspent event promotion funds to Council. *

☐ We agree

The return of funds does not preclude your organisation from reapplying within the current financial year should your event be re-scheduled.

Documentation Check List

Below is the documentation you may be required to submit:

Supporting Material

- ☐ letter of consent from land owner and/or land manager
- ☐ any necessary letters of support

Attach Files:

Attach a file:

Please upload your supporting material

Declaration and Privacy Statement

* indicates a required field

Declaration and Privacy statement

I certify that all details supplied in this application and in any attached documents are true and correct to the best of my knowledge, and that the application has been submitted with the full knowledge and agreement of the management of my organisation/group.

I have read the accompanying guidelines for applicants provided with this application form.

I agree that I will contact the Loddon Shire Council immediately if any information provided in this application changes or is incorrect.

The Loddon Shire Council respects all personal and confidential information received and will do everything possible to protect information from unauthorised access, loss or misuse. Information collected from you is required for the delivery of the services in accordance with the Trustees'/Directors' powers, functions and purposes. It may also be used by the Trustees/Directors and their representatives to conduct research and customer satisfaction surveys so that we may better understand community needs and can improve service delivery. Should you need to change or access your personal details, please contact Council's Community Partnerships department on (03) 5494 1200 or email communitysupport@loddon.vic.gov.au

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I understand that the information above will be used in accordance with relevant legislation and declare that this information is correct to the best of my knowledge.

I am authorised to complete this application and have read and understood the declaration and privacy statement *

☐ Yes

Authorised Person's Name *

First Name

Last Name

Organisation position *

Other:

Date of declaration *

Application guidelines

As per Council's Event Promotion Scheme guidelines, applications must be submitted at least 30 days prior to the event.

As you have indicated your event will be held within the next 30 days, you do not meet the criteria for applying for event promotion.

You can view a copy of the application guidelines by going to Loddon Shire Council's [website](#).

As per Council's Event Promotion Scheme guidelines, organisations which have an overdue event promotion acquittal will not be funded.

As you have indicated your organisation has an overdue acquittal, you do not meet the criteria for applying for event promotion.

Upon completion and submission of your overdue acquittal, you can apply for event promotion funding.

You can view a copy of the application guidelines by going to Loddon Shire Council's [website](#).