

DISTRICT COUNCIL OF  
KIMBA

2.39

# KIMBA EVENT SPONSORSHIP POLICY



*District Council of*

**KIMBA**

*Est. 1924*

[www.kimba.sa.gov.au](http://www.kimba.sa.gov.au)

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**2026**

## DOCUMENT APPROVAL

This document has been endorsed and approved for use by:

  
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Deb Larwood  
CEO District Council Kimba

08/04/2026

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Date

### Document Version Control

|                         |                                             |
|-------------------------|---------------------------------------------|
| <b>Document Name:</b>   | 2.39 Kimba Event Sponsorship Policy         |
| <b>Document Status:</b> | Final                                       |
| <b>Version Number:</b>  | 1                                           |
| <b>Author:</b>          | Mel Garibaldi, Economic Development Manager |
| <b>Authorised By</b>    | Debra Larwood, Chief Executive Officer      |

### Change History

| Version | Issue Date | Author      | Reasons for Change |
|---------|------------|-------------|--------------------|
| 1       | 08/04/2026 | M Garibaldi | New Policy         |
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## Overview

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The Event Sponsorship Program supports individuals, community groups, organisations, and external event operators to deliver events that benefit the Kimba district - whether by strengthening community connection, attracting new visitors, or generating economic activity for local businesses.

The District Council of Kimba recognises that events play a vital role in building community spirit, activating local spaces, and growing the visitor economy. Council also recognises that it does not have the internal capacity to deliver events independently, making partnerships with capable event organisers essential to achieving its tourism and economic development objectives.

Applications for sponsorship will be considered for eligible events that demonstrate alignment with the program's assessment criteria. Council seeks to support events that enhance the district's annual events calendar, provide accessible experiences for the community, and, where applicable, attract new visitor expenditure into Kimba.

## Sponsorship Categories

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Event sponsorship is offered across three tiers, reflecting the different scale and purpose of events in the Kimba district.

### Community Events — up to \$2,000

For locally focused events attracting up to 100 attendees that build community connection and activate local spaces. These events primarily serve the existing Kimba community and may include markets, cultural celebrations, sporting events, and community gatherings.

### Destination Events — up to \$5,000

For events that attract visitors from outside the Kimba district, generate overnight stays, and direct spending toward local accommodation, hospitality, and retail businesses. These events typically attract 30–150 attendees and must demonstrate that a meaningful proportion of participants are travelling to Kimba for the event.

### Strategic/Pilot Events — up to \$10,000

For new or innovative event models with significant visitor economy potential and strategic alignment with Council's tourism and economic development priorities. Strategic events must include a post-event research and reporting commitment, demonstrate a replicable model, and generate measurable economic impact. Funding at this level requires a formal resolution of Council.

Council reserves the right to reassign applications to a different tier during the assessment process if the original category selected by the applicant is not considered the most appropriate.

## Eligibility Criteria

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All events must:

- Take place within the District Council of Kimba area
- Use local venues, accommodation, and suppliers where available
- Demonstrate direct benefit to the Kimba community and/or local economy
- Be accessible and welcoming to the broader community (exclusive or invitation-only events are not eligible unless a clear public benefit case is made, such as destination events that generate significant local expenditure)
- Be planned and managed in accordance with relevant permits, licences, and insurance requirements
- Hold or obtain public liability insurance for a minimum of \$20 million
- Be delivered by a legal entity or auspiced by a legal entity
- Not have any outstanding debts to Council, and acquittal reports must have been provided for all previous grants or sponsorships

### Note on event organisers

The event organiser does not need to be based in the Kimba district. However, the event itself must be delivered in Kimba, utilise local businesses and venues, and demonstrate direct economic benefit to the district. This recognises that Council may not always have local capacity to deliver destination events and that partnerships with external operators can bring new visitors and new money into the community.

Council will not provide sponsorship for:

- Events that denigrate, exclude, or offend parts of the community
- Applicants who have received other Council funding for the same event in the same financial year
- Applications for reimbursement of funds already spent
- Events considered to duplicate an existing event operating in the district without demonstrating a distinct purpose or market
- Any individual, business, or organisation in legal or financial conflict with Council

## Assessment Criteria

Applications will be scored against the following criteria. The weighting reflects Council's strategic emphasis on growing the visitor economy and attracting new expenditure into Kimba, while continuing to support events that strengthen community life.

| Criteria                    | Description                                                                                                                                         | Weighting |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| Economic Impact             | Will the event generate new visitor expenditure in Kimba? Does it direct spending to local accommodation, hospitality, and retail?                  | 20%       |
| Visitor Attraction          | Will the event attract visitors from outside the district? How many overnight stays will it generate?                                               | 15%       |
| Community Benefit           | Does the event involve or benefit the local community? Is it accessible to residents?                                                               | 15%       |
| Strategic Alignment         | Does the event align with Council's tourism priorities (wellness, creative, agri-tourism, food) and economic development strategy?                  | 15%       |
| Destination Marketing       | Will the event raise the profile of Kimba as a destination? Does it include marketing reach beyond the local area?                                  | 10%       |
| Scalability & Repeatability | Is this a one-off or a model that can grow and be repeated?                                                                                         | 10%       |
| Timing & Seasonality        | Does the event activate Kimba during quieter periods (e.g. winter) or fill a gap in the events calendar?                                            | 5%        |
| Knowledge Transfer          | Will the event generate data, insights, or evidence that Council can use for future planning and grant applications?                                | 5%        |
| Financial Viability & Risk  | Is the event solely reliant on Council funding? Who carries the financial risk if the event underperforms? Are other funding sources being pursued? | 5%        |

Applicants may provide up to five pages of supporting documentation including site plans, budgets, marketing plans, evidence of past events, or letters of support from local businesses.

## Application Process

Applications will be accepted on a rolling basis throughout the financial year, subject to available funding. This recognises that event opportunities, particularly from external operators, can arise at any time and may not align with a fixed annual round.

For Community Events (Tier 1), applications will be assessed and determined by the Chief Executive Officer under delegated authority.

For Destination Events (Tier 2) and Strategic/Pilot Events (Tier 3), applications will be assessed by Council staff and presented to Council for endorsement.

All applicants will be notified in writing of the outcome. Partial funding may be offered where the applicant has indicated the event can proceed without full funding. No commitments should be made on the expectation of receiving funding.

## Conditions of Sponsorship

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Successful applicants must:

- Confirm acceptance of the sponsorship and conditions by signing a Sponsorship Agreement
- Provide Council with a tax-compliant invoice for the agreed amount (plus GST if registered)
- Note that sponsorship is only payable once the event has been confirmed as proceeding
- Submit any changes to the original event plan to Council in writing for approval
- Acknowledge the District Council of Kimba on all promotional materials using Council's logo and branding guidelines
- Provide Council with the opportunity to have a presence at the event where appropriate

## Reporting and Acquittals

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Successful applicants must provide Council with a post-event report within 60 days of the event, including:

- Attendance numbers (total and, where applicable, breakdown of local vs visiting attendees)
- Actual expenditure breakdown showing spend directed to Kimba businesses
- A brief financial statement showing how Council funds were used
- Participant or community feedback (survey results, testimonials)
- For Destination and Strategic events: visitor origin data, overnight stay numbers, and any additional discretionary spending captured

Applicants who do not complete an acquittal report will be ineligible for future funding.

**For Strategic/Pilot Events (Tier 3),** the post-event report must also include an event model evaluation covering operational learnings, replicability assessment, and recommendations

for future events. This evidence base will inform Council's broader tourism event attraction strategy and support future external grant applications.

## How to Apply

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Contact the District Council of Kimba's Economic Development Manager to discuss your event concept and eligibility before submitting a formal application.

### **District Council of Kimba**

Cross Street (PO Box 189), Kimba SA 5641

T: (08) 8627 2026

## Review of Policy

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The effectiveness of the policy will be reviewed every two years. Council has the right to review this policy at any time, if considered desirable.

## Adoption of Policy

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This Policy was adopted by Council at its ordinary meeting held on Wednesday, 8<sup>th</sup> April 2026.