

2026/27 Hallmark Events Sponsorship Application Form

Form Preview

2026/27 Hallmark Event Sponsorship

* indicates a required field

IMPORTANT: Please read the information below to assist you in completing your application online.

Before completing this application form, please ensure you have read the Hallmark Event Sponsorship Guidelines. The Guidelines are available on Council's website [click here to view](#).

Incomplete applications and/or applications received after the closing date will not be considered.

This section of the application form is designed to help you, and us, understand if you are eligible for Hallmark Event Sponsorship. It's crucial that you complete these questions before any others to ensure you do not waste your time applying for an unsuitable grant.

If you have any questions in regards to these eligibility criteria, please contact the Festivals and Events Officer by phoning 1300 MYSDRC (1300 697 372).

Documents you will need to upload for this application:

- **Letters of Support** and/or evidence of engagement for your event. A minimum of one (1) letter of support is required. *NOTE: Letters of Support cannot be supplied by the auspicing organisation or a member of your organisation.*
- **Not-for-Profit Legal Evidence**
- **Bank Statement**
- **Treasurer's Report**
- **Insurance Evidence**
- **Pre-event checklist detailing benefits to Council**
- **Pre-event Budget**
- **Current Work, Health and Safety Policy or Statement**

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Optional documents to upload

- **Auspicing Agreement** if your application is required to be auspiced. Please click on this link to access the form: [Auspicing Agreement](#)

REMINDER:

As you work your way through this application form, take note of questions with **Assessment Criteria** written next to the title.

These are very important questions and are used to assess your application. These questions should be answered thoroughly.

Privacy, Eligibility & Certification Statements

Privacy Statements

- Southern Downs Regional Council ("Council") will use any personal information provided for the purpose of processing your event sponsorship application and for remaining in contact with you.
- Council is authorised to collect this information in accordance with the *Local Government Act 2009* and other Local Government Acts.
- Your personal information will only be accessed by authorised personnel.
- The information provided in your event sponsorship application, and in any related documentation and/or discussions, may be provided to members of the Assessment & Moderation Panel in order to assist Council in processing your grant application.
- By submitting an application to Council, you consent to the applicant's name, event description and amount funded being published on Council's website, public notices and/or media releases. This information may also be used for promoting Council's event sponsorship programs.
- Your personal information is dealt with in accordance with Council's Privacy Statement.
- Council does not accept any liability or responsibility for the applicant's project, except where Council has obligations under any current lease arrangements.

Eligibility Statements

I confirm that -

- The applicant organisation operates in the Southern Downs Local Government area;
- The applicant organisation is a legal incorporated not-for-profit organisation ("NFP") / **or if not** / its auspicing organisation is;
- The applicant organisation has an Australian Business Number ("ABN") / **or if not** / its auspicing organisation does;
- The applicant organisation has not received funding from Council previously / **or** / has fully-acquitted any previously awarded grant or event sponsorship funding from Council.
- The applicant has not received other funding from Council for this event.
- The applicant organisation has the appropriate insurance cover for the event / **or if not** / its auspicing organisation does;
- The applicant organisation has no debt to Council / **or** / has debt to Council and has entered into an agreed payment schedule - which is being adhered to;
- The applicant organisation needs to confirm whether it has a lease with Council and, if it does, needs to provide any appropriate approvals if requested.
- The applicant organisation does not receive annual operational funding or major event sponsorship from Council.

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Certification Statements

I confirm that -

- I have read and understand Council's Privacy Statement;
- I have read, understand and comply with Council's Eligibility Statements;
- All answers and statements made in this application are true and correct;
- All attachments to this application are authentic and current;
- Prior to the project commencing, the applicant organisation will obtain the necessary permits or approvals from Council;
- If this event sponsorship application is successful –
 - Council will be acknowledged for its financial contribution to the event;
 - The acquittal process will be completed and submitted by the due date online via SmartyGrants;
 - The submitted acquittal will have attached to it, all the evidence requested by Council;
 - All stipulated due dates will be met on time.

Please select below: *

- ☐ Yes - The applicant agrees and complies with Council's privacy, eligibility and certification statements.
- ☐ No - Do not continue completing this application form. The applicant is not eligible for this funding.

Acquitted Previous Funding

If your organisation has received Grants to Community Funding in the **2026/27** financial year, the funding must be fully acquitted before applying for this funding program (i.e. if your acquittal is not yet due, you **will not** be able to apply until the project is complete and acquittal submitted).

If you are unsure of the status of your previous grant acquittals, please contact Council's Grants Officer prior to continuing with this application form.

Has your organisation received any previous grant funding from Council? *

- ☐ Yes
- ☐ No - this is our first application
(Any previous Grant or Event Sponsorship funding)

Did your organisation fully acquit any previous funding received from Council? *

- ☐ Yes
- ☐ No - the acquittal is not yet due (Any previous Grant or Event Sponsorship). DO NOT continue completing this application form. The applicant is not eligible for funding.
- ☐ No - the acquittal is overdue. DO NOT continue completing this application form. The applicant is not eligible for this funding.

Lease with Council

In accordance with the Terms & Conditions of a Lease Agreement with Council, if a Lessee's project **relates to / OR / impacts on the leased property or building** the Lessee will require permission from Council before undertaking the project or activity.

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Please note: you do not need to seek approval to attach to this application. If your application is successful, the Festivals and Events Officer will liaise with the Land Management Officer regarding the consent required.

Does your organisation have a Lease with Council *

- ☐ Yes - if successful, your event sponsorship will be conditional on receiving approval from Council
- ☐ No

You do not need to seek approval from Council at this stage.

Other Council Funding

Have you received any other Council funding for this Event that you are applying for? (E.g. Community Grant, Event Sponsorship; Excluding RADF) *

- ☐ Yes - DO NOT continue completing this application form. The applicant is not eligible for this funding.
- ☐ No

(e.g. Community Grant, Event Sponsorship)

Australian Government or Queensland Government Funding

Has your organisation received Australian Government and/or Queensland Government funding for this Event that you are applying for? *

- ☐ Yes
- ☐ No - DO NOT continue completing this application form. The applicant is not eligible for this funding.

Australian Government or Queensland Government Funding

Please list the Australian Government and/or Queensland Government Funding your organisation has received for this Event. *

Contact Details

* indicates a required field

Applicant Organisation Details

Applicant Organisation Name *

Organisation Name

Please use your organisation's full name.

Applicant Organisation's Address *

Address

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If you are trying to enter a PO Box, type the PO Box in the address box and then click on the hyperlink that appears which says: 'Can't find your address?'. This will open more Address boxes and allow you to enter the PO Box.

Applicant Organisation's Postal Address *

Address

If you are trying to enter a PO Box, type the PO Box in the address box and then click on the hyperlink that appears which says: 'Can't find your address?'. This will open more Address boxes and allow you to enter the PO Box.

Applicant Contact Person *

Title

First Name

Last Name

This is the person we will correspond with about this grant

Applicant Organisation's Phone Number *

Must be an Australian phone number.

Applicant Organisation's Email Address *

This is the address we will use to correspond with you about this grant.

Alternative Email Address for the Organisation *

This is the email address of the organisation or of another member of the organisation who can be contacted if required.

Alternative Applicant Contact Person

-----Alternative Applicant Contact Person (1)

Alternative Applicant Contact Person *

Title

First Name

Last Name

Alternative Applicant Contact Person Primary Phone Number *

Must be an Australian phone number.

Alternative Applicant Contact Person Primary Email *

Must be an email address.

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-----Alternative Applicant Contact Person (2)

**Alternative Applicant
Contact Person ***

Title	First Name	Last Name

**Alternative Applicant
Contact Person Primary
Phone Number ***

Must be an Australian phone number.

**Alternative Applicant
Contact Person Primary
Email ***

Must be an email address.

-----Alternative Applicant Contact Person (3)

**Alternative Applicant
Contact Person ***

Title	First Name	Last Name

**Alternative Applicant
Contact Person Primary
Phone Number ***

Must be an Australian phone number.

**Alternative Applicant
Contact Person Primary
Email ***

Must be an email address.

Organisation Details

* indicates a required field

The Applicant Organisation must have a legal incorporated not-for-profit structure **and** an Australian Business Number ("ABN") and have appropriate insurance cover for the event (e.g. volunteers, professional indemnity, public liability, etc).

If the Applicant does not have **all** of these requirements, it will need to be auspiced by an organisation that does have all of these requirements.

LEGAL INCORPORATED NOT-FOR-PROFIT STRUCTURES

The four (4) common legal structures that are used to incorporate a not-for-profit organisation based in Queensland are:

- 1.Incorporated Association
- 2.Company Limited by Guarantee
- 3.Cooperative
- 4.Indigenous Corporation

The Australian Charities and Not-For-Profits Commission ("ACNC") registers Not-for-profit (NFP) charitable organisations that generally use one of the above four legal structures.

WHAT IS AN AUSPICING ORGANISATION?

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An Auspicing Organisation is an organisation that **must** have an ABN **and** not-for-profit legal structure, and will be responsible for the following on behalf of the Applicant –

- the receipt, banking & administration of all grant funding monies;
- project monitoring and completion;
- ensuring the applicant acquits the funding on time; and
- signs off on the acquittal form.

An auspicing organisation may also provide support to the applicant by –

- providing insurance for the project; or
- providing mentoring for the applicant.

NOTE: It is the responsibility of the Applicant Organisation being auspiced to ensure that a clear agreement is reached between the parties before applying for funding. An agreement form is available on Council's website - [click here to view](#).

HOW TO SEARCH ONLINE FOR NOT-FOR-PROFIT LEGAL STRUCTURE EVIDENCE -

- Click on the blue search link listed below that is your organisation's NFP legal structure.
- You will be re-directed to a search page on the not-for-profit authority's website.
- Type your organisation's name or number in the search box where indicated.
- Click on search.
- The details of your organisation should appear on screen.
- Take a screen-shot (print screen) of the webpage showing the details for your organisation.
- Paste the information onto a blank word document.
- Save the document with the filename - **NFP Evidence**.
- Attach the word document to this application form using the box below.

Click on the relevant link below to do your search.

- [Search for Incorporated Association Number](#)
- [Search for Company Limited by Guarantee](#)
- [Search for a Co-Operative](#)
- [Search for an Indigenous Corporation Number](#)
- [Search for a Charity](#)

If you need assistance, please contact Council's Festivals and Events Officer on 1300 MYSDRC (1300 697 372).

Does your organisation have a legal not-for-profit structure, an ABN and appropriate insurance cover for your event? *

- ☐ Yes ☐ No - your application will need to be auspiced

ABN *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

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Information from the Australian Business Register	
ABN	
Entity Name	
ABN Status	
Entity Type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main Business Location	

Must be an ABN

Which not-for-profit legal structure does your organisation operate under? *

- ☐ Incorporated Association
- ☐ Company Limited by Guarantee
- ☐ Cooperative
- ☐ Indigenous Corporation
- ☐ Other:

Attach the not-for-profit legal structure evidence here: *

Attach a file:

Please use "NFP Evidence" as the filename for the attachment.

Insurance

- Attach current insurance cover evidence - only attach a Certificate of Currency/ Certificate of Insurance (not the entire insurance policy).
- Save the document with the filename - **Insurance Evidence**.
- If the Applicant Organisation **does not** have the appropriate or current insurance cover for the event - this application **will need to be Auspiced** and the Auspicing Organisation will need to provide the insurance cover evidence.

Attach the current insurance cover evidence here: *

Attach a file:

Please use "Insurance Evidence" as the filename for the attachment.

Debt to Council

- The Applicant Organisation, or Auspicing Organisation, needs to advise if it has any debt to Council such as – outstanding rates, fees, debtors, leases, loans, etc.

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- If the Applicant Organisation, or Auspicing Organisation, **does have** debt to Council, it needs to attach evidence of the Payment Arrangement Approval letter and Payment Schedule from Council.

Does your organisation have any debt to Council? *

- ☐ Yes
☐ No

Attach the letter and schedule here:

Attach a file:

Please use "Debt Evidence" as the filename for the attachment.

Applicant Organisation's Bank Account Details

Bank Account *

Account Name

BSB Number

Account Number

Must be a valid Australian bank account format.

This is the bank account your grant will be paid to. Ensure details are checked for accuracy.

Name of Bank *

Applicant Organisation's Financial Information

Please attach your organisation's most recent bank statement to show correct bank details (these should match the bank details provided for monies to be paid into): *

Attach a file:

Please use "Bank Statement" as the filename for the attachment.

Applicant Organisation's Treasurer's Report

Please attach your organisation's most recent Treasurer's Report *

Attach a file:

Please use "Treasurer's Report" as the filename for the attachment.

Auspicing Organisation

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* indicates a required field

Does the Auspicing Organisation have a legal not-for-profit structure, an ABN and appropriate insurance cover for the event? *

- ☐ Yes
☐ No - you will need to seek an alternative auspicing organisation before applying.

Auspicing Organisation Details

Name of Auspicing Organisation *

Organisation Name

Auspicing Organisation Primary Address *

Address

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

Auspicing Organisation Postal Address *

Address

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

Contact person at auspicing organisation *

Title First Name Last Name

We may contact this person to verify that this auspicing arrangement is valid and current.

Contact person's phone number *

Contact person's email address *

Must be an email address

Please attach an agreement from the auspicing organisation confirming this arrangement is valid and current *

Attach a file:

Auspicing agreement available on Council's website <https://www.sdrc.qld.gov.au/doing-business/grants-to-community-radf/grants-to-community>

ABN of auspicing organisation *

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The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity Name	
ABN Status	
Entity Type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main Business Location	

Must be an ABN

Which not-for-profit legal structure does the auspicing organisation operate under? *

- ☐ Incorporated Association
- ☐ Company Limited by Guarantee
- ☐ Cooperative
- ☐ Indigenous Corporation
- ☐ Other:

Attach the auspicing organisation's not-for-profit legal structure evidence here: *

Attach a file:

Please use "NFP Evidence" as the filename for the attachment.

Insurance

- Attach current insurance cover evidence - only attach a Certificate of Currency/ Certificate of Insurance (not the entire insurance policy).
- Save the document with the filename - **Insurance Evidence**.

Attach the current insurance cover here: *

Attach a file:

Please use "Insurance Evidence" as the filename for the attachment.

Debt to Council

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- The Applicant Organisation, or Auspicing Organisation, needs to advise if it has any debt to Council such as – outstanding rates, fees, debtors, leases, loans, etc.
- If the Applicant Organisation, or Auspicing Organisation, **does have** debt to Council, it needs to attach evidence of the Payment Arrangement Approval letter and Payment Schedule from Council.

Does the auspicing organisation have any debt to Council? *

- ☐ Yes
☐ No

Attach the letter and schedule here: *

Attach a file:

Please use "Debt Evidence" as the filename for the attachment.

Auspicing Organisation's Bank Account Details

Bank Account *

Account Name

BSB Number

Account Number

Must be a valid Australian bank account format.

This is the bank account your grant will be paid to. Ensure details are checked for accuracy.

Name of Bank *

Auspicing Organisation's Financial Information

Please attach the auspicing organisation's most recent bank statement to show correct bank details (these should match the bank details provided for monies to be paid into): *

Attach a file:

Please use "Bank Statements" as the filename for the attachment.

Auspicing Organisation's Treasurer's Report

Please attach the auspicing organisation's most recent Treasurer's Report. *

Attach a file:

Please use "Treasurer's Report" as the file name for the attachment.

Event Name

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* indicates a required field

Event Name *

Must be no more than 10 words.
Provide the name for your event.

What date will the event start? *

Must be a date and between 1/1/2027 and 30/6/2027.

What date will the event end? *

Must be a date and no later than 30/6/2027.

Briefly describe the event you are seeking funding for, including the purpose of the event and its objectives: *

Word count:

Must be no more than 400 words.

Assessment Criteria - Event Budget

* indicates a required field

Clear budget information will allow the Assessment Panel to better understand your project.

Council has developed a Budget Template that Event Organisers may wish to use. You can download Council's Budget Template [here](#).

MAXIMUM GRANT:

- Applicants can request up to **\$50,000**.
- Hallmark Event Sponsorship applicants are strongly encouraged **not to rely** on Council as a **continual or sole source** of income.
- It is highly recommended that applicants actively pursue other avenues of funding to aid in the development of their events.
- Refer to the Guidelines to ensure eligibility for funding.

NOTES:

Event Budget (Expenditure)

Please list estimates of expenditure by expense type. Please note that a fully itemised list is not required.

Types of expense could include:

- Venue hire
- Security

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- Marketing
- Site/infrastructure (e.g. gate management, traffic management plan, shuttle bus hire, ATM hire)
- Production (e.g. AV, sound, stage, lighting)
- Artists/entertainers
- Hospitality
- Administrative costs (e.g. software, association membership fees)
- Insurance

Event Budget (Income)

Please outline your estimated event income, including details of other income or funding that you have applied for, whether it has been confirmed or not.

This information will help show how the event will be paid for and that it is financially viable.

Please list estimates of income, by income type. Please note that a fully itemised list is not required.

Types of income could include:

- Ticket sales
- Merchandise
- Market stalls
- Fundraising
- Donations
- Grants
- Sponsorship
- In-kind contribution e.g. volunteer contribution, administrative support, rent-free accommodation, or donations of materials or services.

Applicant Organisation's Event Budget

Attach the Event Budget here. *

Attach a file:

Hallmark Event Sponsorship funding - Amount requested

Total Amount Requested *

Must be a dollar amount.

Hallmark Event Sponsorship funding available per applicant is up to \$50,000.

Assessment Criteria - Alignment to Council's 2026-2031 Corporate Plan

* indicates a required field

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Describe how your event best aligns with Council's 2026-2031 Corporate Plan.

When you complete this question, do your best to "sell" your event to Council including its benefits to the Southern Downs community.

- Click on this link to view Council's [Corporate Plan](#).
- The Plan consists of a number of Priorities and Deliverables. There may only be one or two items that your event aligns with.
- In the box provided, clearly explain to Council how your event aligns with the Priority/Priorities you selected.

Remember, do not assume the assessors of your application know anything about you, your organisation or your event.

Refer to the Hints & Tips to Writing a Successful Grant Application - available on Council's Grants to Community webpage [click here to view](#).

2026-2031 Corporate Plan Priorities and Goals

Priority: Relationships

- Goal - Council, Community, Connecting. We will build strong respectful relationships with our community, partners and stakeholders. We will enhance open communication, actively involve our community in decisions and provide visible leadership that keeps people informed and connected.

Priority: Reliable Everyday Infrastructure and Services

- Goal - Delivering the Basics Well. We will get the basics right. We will lift the standard of our everyday infrastructure and services so our community can rely on safe, well-maintained roads, facilities and services that support daily life across the region.

Priority: Liveable Communities

- Goal - People Love Living Here. We will support communities to be connected, safe and accessible. We will ensure that planning is thoughtful and protects the natural beauty of our region while enhancing the places where people live, work and come together.

Priority: Responsible Management

- Goal - Council Lives Within Its Means. We will lead with integrity and strong governance. We will make responsible decisions that support long-term financial sustainability, while building a positive, safe and high-performing culture within Council and the community.

Priority: Strong Local Economy

- Goal - Opportunity that Embraces our Unique Identity. We will support a thriving a diverse local economy that builds on the strengths and character of our towns and villages, creating opportunities for local businesses jobs and sustainable growth.

Select the theme/s that your project best aligns to: *

- ☐ Priority: Relationships
- ☐ Priority: Reliable Everyday Infrastructure and Services
- ☐ Priority: Liveable Communities
- ☐ Priority: Responsible Management
- ☐ Priority: Strong Local Economy

At least 1 choice must be selected.

View the Corporate Plan to ensure you are selecting the theme that has the deliverables that best align to your project.

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Referencing the theme/s you selected above and its goals, describe how your event aligns with the 2026-2031 Corporate Plan: *

Word count:

Must be no more than 400 words.

View the Corporate Plan to ensure you are responding to the action items for the theme you have selected above. Use dot points.

Assessment Criteria - Benefit to the Southern Downs Community

*** indicates a required field**

Estimated Attendance

What is the estimated attendance for your event? *

Must be a number.

Benefits to local artists and businesses

Please describe how your event will benefit local artists and businesses. *

Word count:

Must be no more than 250 words.

When answering the below question, consider how your Event might address one or more of the following considerations:

- Community participation and inclusiveness
- Cultural, sporting or social value
- Regional identity or place-making
- Visitor attraction and overnight stays

Benefit to the wider Southern Downs community

Please describe how your event will benefit the wider Southern Downs community

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Word count:
Must be no more than 400 words.

Event attendance - Southern Downs Residents

What do you estimate would be the percentage of attendees to your event who would be Southern Downs residents? *

Must be a number.

Media Coverage

Do you expect your event will generate local media coverage, media coverage outside the Southern Downs but within Queensland, national media coverage, and international media coverage ? *

- ☐ Yes
☐ No

Please list the media coverage you expect your event to generate

Local Media	Outside Southern D owns but within Que ensland	National	International
☐ Print ☐ Radio ☐ TV ☐ Digital (online/social media)	☐ Print ☐ Radio ☐ TV ☐ Digital (online/social media)	☐ Print ☐ Radio ☐ TV ☐ Digital (online/social media)	☐ Print ☐ Radio ☐ TV ☐ Digital (online/social media)

Letters of Support

Event sponsorship applicants are encouraged to source and attach letters of support from the community.

- A minimum of one (1) Letter of Support is required to be uploaded to show community support for your event.
- Letters of support **must not be more than two (2) months old**.
- Letters of support must not be from your auspicing organisation or a member of your organisation.
- Do not attach a letter of support from Southern Downs Regional Council (SDRC), this is not permitted.
- A **maximum** of three (3) files may be attached.
- When saving letters of support to attach to this application, the filename needs to include: 1. LOS 2. The name of the organisation that wrote the letter of support.

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Attach letters of support here: *

Attach a file:

A minimum of 1 file and a maximum of 3 files may be attached.

Please use "LOS" and the name of organisation supplying the letter as the filename for the attachment. e.g. LOS Chamber of Commerce

Assessment Criteria - Benefits to Southern Downs Regional Council

* indicates a required field

Event alignment with required Benefits to Council

Council expects successful applicants to its Event Sponsorship Funding program to acknowledge Council's financial support via multiple channels.

These include using Council's approved and supplied logo, providing acknowledgement of sponsorship on all printed and digital marketing materials, including a quote from the Mayor in media releases, inviting the Mayor and Councillors to the Event and to make a speech at the Event, acknowledging Council as a supporter in a speech made during the event, and booking Council banners for display at the Event, among others.

Download Council's Pre-Event Checklist detailing the Benefits to Council for a Hallmark Event Sponsorship [here](#).

Please upload your completed Pre-Event Checklist detailing the Benefits to Council for a Hallmark Event Sponsorship. *

Attach a file:

Certification and Feedback

* indicates a required field

Certification

I certify that to the best of my knowledge the statements made within this application are true and correct, and I understand that if the applicant organisation is approved for this sponsorship, we will be required to accept the terms and conditions of the sponsorship as outlined in the Sponsorship Agreement.

I agree *

☐ Yes

☐ No

Name *

Title

First Name

Last Name

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Position in Organisation

*

Date *

Must be a date

Applicant Feedback

Your feedback will be used to continuously improve Council's delivery of its Event Sponsorship Program.

How did you hear about the Event Sponsorship Program? *

☐ Festivals and Events Officer ☐ Customer Service Officers ☐ Direct email to your group ☐ Council Facebook page ☐ Council Website ☐ Word of mouth
Other

Please indicate how you found the online application process: *

☐ Very easy ☐ Easy ☐ Neutral ☐ Difficult ☐ Very difficult

How many minutes in total did it take you to complete this application?

Estimate in minutes i.e. 1 hour = 60

Please provide us with your suggestions about any improvements and/or additions to the application process/form that you think we need to consider.

Please Note:

- When you **submit** your application in SmartyGrants, you will receive an automated email confirming your application has been submitted.
- The email will be sent to the email address you used to register in SmartyGrants.
- If you do not receive the confirmation email from SmartyGrants, then you **have not submitted** the application - please **re-submit** the application again!