



BUSINESS ACTIVATION PLAN

Revitalising and promoting Lismore
and Nimbin town centres
2021-2023



Lismore Event Activation Sponsorship Guidelines

Summary

Local businesses and organisations can apply for Event Activation Sponsorship to help present and promote events in Lismore. Sponsorship is available for up to \$5,000 for events and activation projects with capacity to attract people to the city to shop, do business, visit and play.

We encourage proposals that benefit different Lismore business precincts, including South Lismore, North Lismore and Goonellabah. It will also be important for you to outline COVID-safe planning and contingencies. This should include how you will harness virtual tools, that can safely engage people online if necessary and can promote our Lismore businesses and community to wide audiences.

You can apply for sponsorship of up to \$5,000 (exclusive of GST) in the 2021-2022 financial year, for events taking place before end December 2022. Proposals will be considered until funds are exhausted, and we will evaluate this initiative to potentially offer sponsorship opportunities again in the 2022-2023 financial year.

Background

Event Activation Sponsorships are part of the Lismore City Council Business Activation Plan. This Plan guides how Special Business Rate Variation Levy (SBRVL) funds are spent in Lismore business centres, and helps identify grant opportunities to support Nimbin and larger-scale initiatives. The Plan runs from July 2021 until end June 2023, including evaluation, reporting and planning processes for next steps.

We recognise important opportunities to renew our business centres, celebrate our local community and entice people to our region, the heart of the Northern Rivers. You can find out more about the Business Activation Plan at lismore.nsw.gov.au/business-activation-plan

Purpose

Supporting businesses and organisations that initiate great events and activations, and create financial and social value within our business centres, is a key objective of the Business Activation Plan.

Towards the Plan's *Vibrancy* goal, our V2 objective is to

Leverage key events across Lismore and Nimbin, to boost visitor numbers, attendees' experience, and local business patronage.

However, we note that this sponsorship opportunity is currently only available for events in Lismore (including South Lismore, North Lismore and Goonellabah) as funded through SBRVL. We are seeking further funding opportunities to expand opportunities for our villages including Nimbin.

Criteria

Event or activation proposals are invited from local businesses and organisations, which will be assessed by the following criteria:

- **Capacity to attract people to Lismore city to shop, do business, visit and play.** *Specify whether expected audiences are from local and/or outside the 2480 postcode area, and link as appropriate to your COVID-19 planning and how you will use digital tools (particularly in case of health restrictions or lockdown) for virtual participation and promotions*
- **Promoting Lismore in a positive manner,** reinforcing the City as the regional capital, and in alignment with the Business Activation Plan. *Summarise effective plans for media and marketing*
- **Benefit** - Demonstrating a direct contribution to an increased economic benefit for local businesses and community (for example, night-time economy, Sunday trade, increased yield for shops); working with local suppliers and contractors; with social value and local relevance. *Indicate how you plan to encourage and measure this*
- **Viability and value for money** – *Outline budget including what proposed sponsorship is for, and the contribution of your own funding and/or other funding sources*
- **Sound event management** – Clear compliance and/or approval for your project, engagement and level of stakeholder support, COVID-19 safety and risk management, and evaluation planning. *Summarise key points about your event planning and experience, and include evidence you have Council approval and/or private property owners' consent in accordance with [LCC Event guidelines](#).*

To be eligible to apply, you must:

- Be applying as an authorised representative of a business or organisation for an activity primarily occurring in the 2480 postcode. Preference will be given to local businesses and organisations
- Have an active Australian Business Number
- Confirm you have necessary event planning, stakeholder permissions, COVID-Safety requirements met, and approval/certificates for this activity at proposed location, and Lismore City Council authorisation as may be required. *Proposals may be discussed or considered while an Event Application or Development Application is in process, however sponsorship will not be offered until appropriate authorisation is approved. See [Lismore City Council Event guidelines](#) for more information.*
- Not have received SBRVL sponsorship for the same or similar project within 24 months, or be able to demonstrate in writing
 - steps you are taking to develop the financial viability of your event or activation ((for instance a business plan, event evaluation report) AND/OR
 - charity status
- Not have outstanding acquittal associated with Events or Activation support from Lismore City Council.

Conditions of funding

Successful applicants will need to use correct logos and branding materials provided by Lismore City Council, to evaluate the project and provide an acquittal within 6 weeks of project completion.

From time to time, we will select successful projects to be the subject of publicity. The applicant will be required to consent to the use of selected project information in the public domain, to help promote the event, outcomes or Business Activation in general. We will contact you to confirm details.

Project eligibility and assessment is based on information provided in the application form, and any other pertinent information provided by other LCC staff in the Events and Development teams. Any personal information provided is voluntary, commercial in confidence and protected by the Privacy and Personal Information Protection Act 1998 (NSW).

For more information and a proposal form, contact:

Kathryn Gray

CBD Activation Officer

Lismore City Council

Tel: (02) 6625 0500

Email: Kathryn.gray@lismore.nsw.gov.au