

LIVE MUSIC

Events
Fund





Eligibility

Events will be pursued or assessed in line with the following criteria.

Core Considerations

Strategic

Event supports the Music Development Office's strategic plan and economic priorities, as well as the State's strategic plan and economic priorities and/or relates to the State's tourism initiatives as highlighted in the South Australian Tourism Plan 2020.

Brand

The event must be underpinned by South Australia's brand proposition and values.

Appeal

The event should relate or appeal to live music audiences and have the potential to engage with audiences greater than 1000 people.

Sustainability

Funding will be provided to proponents/promoters who present a strong business case for a music event/festival which has the capacity to be sustainable.

Specific considerations

- Sustainable music business in South Australia
- Event has the potential to grow into a major tourist attraction
- Provides opportunities for local musicians and music industry professionals
- Generates event-specific visitor expenditure from intrastate, interstate and/or overseas
- Generates media coverage in the State, nationally or internationally
- Exclusive to South Australia
- Timing – contributes to a balanced event calendar – event is held outside of peak of event times (January – March) or in winter or spring
- Strategic social, cultural or community significance to the State
- Supports government invested and upgraded infrastructure
- Provides a legacy which positively impacts on the community
- Financial viability – sustainable management model

Process of Submission

Each event will be assessed on a case by case basis in line with the parameters outlined.

Event proponents are encouraged to contact and/or meet with Events South Australia's Business Development team to discuss their proposal prior to submitting an application.

What support can be expected?

- Sponsorship through this program is in line with the ability to meet the criteria outlined in the eligibility section.
- The Music Development Office, Events South Australia and the South Australian Tourism Commission also offer in-kind support in areas of marketing, public relations, operations and event management expertise. In-kind support is considered on a case-by-case basis as no two events are the same.
- Events South Australia reviews long term business planning, financial viability and event longevity. As such multiple year contracts may be entered into (up to three years), however the contract will outline a set of key performance indicators (goals) that must be achieved. If the applicant is seeking a multiple year agreement, the overall sum that is being requested should be broken down to reflect how much financial support is being requested per event.

Sponsorship Requirements

- Successful proponents will be required to enter into a sponsorship agreement with the Music Development Office. The sponsorship agreement will specify the targeted key performance indicators and stipulate how the funding is to be spent.
- Event promoters/organisers will need to submit reports covering all aspects of the event including event management, marketing, event attendance and stakeholder management.
- Events South Australia / Music Development Office will receive sponsor benefits such as sponsor acknowledgements, signage at event venues and tickets for events.
- Regular meetings and updates will be required to ensure the event is leveraged as best as possible by both.



The APPLICATION PROCESS

Application Requirements

It is expected that new event proponents will be able to demonstrate event viability through the submission of a business plan.

Submissions must incorporate the following information:

1. Details of Applicant

- Name of the event
- Name and address of the organization
- Telephone and email of key contacts
- Date of application

2. Description of the Event

- Concept
- Date
- Duration
- Location and venues
- Program features
- Audience profile
- Past attendances

3. Aims and Objectives

- Reasons for holding the event
- Outcomes sought
- Social, cultural and economic goals
- Attendance estimates

4. Management

- Corporate structure and legal status
- Related organisations including controlling bodies
- Previous experience of holding events

5. Finance

- Operational budget – proposed income and expenditure budget for the event
- Evidence of economic and financial capability (a letter from your licensed accountant or a copy of the most recent certified financial accounts)
- Details of appropriate insurances – Public Liability/Product Liability
- Details of other funding sought – government, council grants, sponsorship via commercial/private sector
- Distinction between cash and in-kind support
- Long term financial planning, including sponsor sourcing and servicing
- Details of any prosecutions or legal actions taken against any officer or director in the last five years

6. Marketing and Public Relations

- Outline of marketing and public relations plans
- Details of audience/target market

7. Media Exposure

- Broadcast
- Print/media/radio
- Social/digital strategy/reach

8. Economic Impact

- Estimated expenditure by patrons, visitors (local, national/international)

9. Assistance Required

- Specific funding sought from the Live Music Events Fund?

10. Sponsorship Benefits



Lodging of Submissions

Submissions should be marked
'Confidential' and emailed to:

Laura Vozzo
E: mdo@sa.gov.au

Terms and Conditions

- All sponsorship decisions, and the required contractual terms of any sponsorship, are solely at Events South Australia's and the Music Development Office discretion.
- The Live Music Events sponsorship funding is limited to live music events and is not applicable to conventions, conferences, trade shows and exhibitions.
- The applicant should detail any actual or potential conflict of interest which could compromise the decision on the applicant or bring the process into disrepute. Each applicant warrants that all information provided in relation to its application is true and correct in all material particulars, at all times, and is not misleading whether by omission or otherwise. Each applicant must disclose all matters likely to be material to Events South Australia's consideration of its application or which might have a bearing on the outcomes Events South Australia expects to be delivered from the proposed sponsorship (including any disputes or potentially contentious matters, or any potential public relations issues). If circumstances or information changes after making an application, the applicant must immediately notify Events South Australia.
- Each applicant consents to Events South Australia carrying out due diligence on its application, including the organisations and personnel involved, and relevant track records. The applicant consents to Events South Australia making due enquiries from third parties in this regard, and shall provide access to referees upon request.
- No sponsorship decision is binding on Events South Australia until a formal written agreement to Events South Australia's satisfaction is signed by Events South Australia and the applicant.
- The event must occur after the sponsorship decision has been made and with sufficient time to allow for sponsorship agreement negotiations and for benefits to be leveraged accordingly.