

# Community Sponsorship Framework for Experience Eumundi

## A guide for potential applicants

### Introduction

Welcome to Experience Eumundi, a non-profit organisation that aims to preserve, enhance and promote the cultural, heritage and tourism values of Eumundi. Experience Eumundi operates the Eumundi market car parks on Napier Road, and the Board of Experience Eumundi determines available surplus funds from this activity to go towards community sponsorships.

Experience Eumundi relies on volunteers, community support and visitors to achieve its vision and mission. This document outlines the community sponsorship framework for Experience Eumundi, which defines the objectives, values, and criteria for the application process.

### Objectives of the Sponsorship Framework

#### **The objectives of sponsorship framework are to:**

- Create a transparent and consistent framework for sponsorship applications
- Provide sponsorship funds to local community organisations for projects and/or events that best align with the organisations key values and goals
- Build and maintain positive relationships with stakeholders and the local community
- Create mutual benefits and value for Experience Eumundi and sponsorship applicants.



# Values of Experience Eumundi

## The values of Experience Eumundi are:

- **Integrity and Honesty:** The organisation values acting with integrity, being truthful, and maintaining high ethical standards in all its dealings.
- **Accountability and Transparency:** The organisation is committed to being accountable to its stakeholders and the community it serves, and maintaining transparency in its operations and decision making.
- **Equity and Inclusion:** The organisation values equity, diversity, and inclusion, and strives to ensure fair treatment and equal opportunity for all.
- **Community Focus:** The organisation is dedicated to serving and supporting the community, by making a positive impact on the lives of community members and recognising the inclusiveness in the word 'community' which is comprised of residents, businesses and stakeholders.
- **Collaboration and Partnership:** The organisation values working cooperatively with other organisations, stakeholders, volunteers, and community partners to achieve its goals.
- **Financial Sustainability:** The organisation is committed to making decisions that prioritise the long term resilience of its business, providing financial stability and to ensure the company can continually fulfil objectives for generations of the Eumundi community to come.
- **Environmental Consciousness:** The organisation is conscious of environmental impacts and encourages sustainable practices and initiatives that are financially sound and contribute to the preservation of natural resources, reduction of waste and limit environmental risk.



## Eligibility of Applicants

- Must be a non for profit incorporated association or a public company limited by guarantee (“eligible entity”)
- For an unincorporated association, the association must be auspiced by an eligible entity and the applicant must be the eligible entity.
- The application must be for a community purpose not for a private purpose.

## Criteria for sponsorship

Experience Eumundi welcomes sponsorship proposals from non for profit organisations that share its vision and values. Experience Eumundi will assess each proposal based on the following criteria:

- Relevance of the sponsorship project to the key goal which is to benefit the town of Eumundi and its surrounding areas, including but not limited to projects that enhance:
  - Community spirit and enjoyment
  - Community amenities
  - Community wellbeing and sustainability
  - Charitable purposes
  - Historical purposes
  - Benevolent purposes
  - Promote and encourage tourism and business opportunities that enhance the town of Eumundi and its surrounding areas
- Applicant has demonstrated its ability to successfully carry out the sponsorship project.
- Applicant can demonstrate its willingness to be transparent in the application process and in reporting on/evaluating project prior or future success.
- The relevance and alignment of the sponsor's objectives, values, and activities with Experience Eumundi's objectives, values, and activities



- The potential positive impact of the sponsorship for the Eumundi community
- The availability of funds and suitability of sponsorship opportunities
- The feasibility and sustainability of the sponsorship project
- Demonstration of credibility and organisational skills of the applicant.
- Opportunity for the sponsorship project to generate positive awareness of Experience Eumundi within the community.
- Compliance with the ethical and legal standards and obligations
- Sponsorship project aligns with community priorities and needs
- Sponsorship project leads to future collaborations

## How to apply for sponsorship

If you are interested in applying for sponsorship, we would love to hear from you. Please visit our website at [www.experienceeumundi.com.au](http://www.experienceeumundi.com.au) for further application details.

