



# BUDGET TIPS FOR YOUR EVENT

## BE SMART & BUDGET

Creating a detailed and realistic budget is key to having a successful performance and event! By planning your budget from the beginning, you will avoid any unwanted surprises.

Make sure to continually update your budget throughout the planning process and as costs come in, to keep on top of your figures.

It is best to have one person in charge of updating the budget to avoid any confusion. However, ensure all members of the planning team are aware of any budget constraints relating to their event area.

## EXPENSES EXPLAINED

### VENUE HIRE

It is best to have a clear agreement (preferably in writing) between you and your venue regarding all the details pertaining to your hire.

to safeguard against nasty surprises, when hiring a venue make sure you understand:

- All the terms and conditions of hiring
- All fees and charges involved in the hire

### PUBLIC LIABILITY INSURANCE

Public Liability Insurance (PLI) is an insurance policy that covers the cost of claims made by members of the public for incidents that occur in connection with your performances. PLI covers the cost of compensation for; personal injuries, loss of property and damage to property.

### CONTINGENCY

Although you may have researched realistic costs and conservatively estimated your budget, things can still go wrong. A standard budget contingency figure is 10% of your total expenditure.

## BRINGING IN MONEY

### TOWNSVILLE CITY COUNCIL GRANTS

Grants for the upcoming Fringe Festival are available through the Townsville City Grants and Partnership program on Council's website. Applicants must apply for these grants online using the Grants portal – Smartygrants.

Events as part of the Northern Fringe Festival would best be suited to our Social Grant that is offered. The initiative will need to align to a Social priority and this priority is referred to throughout the application.

The most suited social priorities for Fringe initiatives would be covered under the below:

- Boost Townsville's Art and Cultural Experience
- Support Multicultural Diversity and Community Inclusiveness



You can find the Social Grant Priority factsheet using this link [here](#).

#### Eligibility criteria for applicants:

- Must be a properly constituted not-for-profit organisation – if you are not, you must be auspiced by an organisation who is a properly constituted not-for-profit.
- Must reside in or primarily provide services within the Townsville Local Government Area (LGA) or demonstrate that the initiative is in the public interest of residents in Townsville LGA.
- Must be free of debt to Council.
- Must have acquitted any previous Townsville City Council grants satisfactorily.
- Must hold a current Public Liability Insurance to the value to \$20,000,000, per claim.

#### Applicants who are not eligible to apply for funding include:

- Businesses, including sole traders.
- Government agencies.
- Departments of local, state, or federal government.

#### Values & Assessment Timeframes:

- Grants \$5,000 and under:
  - o Apply at any time.
  - o Once an application is lodged and is deemed eligible and complete by Council, the assessment time period of four weeks will commence.
  - o Please note that the initiative you are seeking support for must not commence sooner than two weeks after the stated assessment timeframe.
- Grants \$5,001 to \$25,000:
  - o Applications must be submitted by 11:59pm on 31 January 2021 and 25 April 2021. (Please Note: These dates may change at Councils discretion.)
  - o Your application will be assessed within eight weeks of the closing dates listed above.
  - o Please note that the initiative you are seeking support for must not commence sooner than two weeks after the stated assessment timeframe.
- Partnerships \$25,001 to \$50,000:
  - o Apply at any time.
  - o Once an application is lodged and is deemed eligible and complete by Council, the assessment time period of eight weeks will commence.
  - o Please note that the initiative you are seeking support for must not commence sooner than two weeks after the stated assessment timeframe.

Each Grant value has an associated processing period, during this period, Council will assess and approve/make recommendations to Council on the outcome of your grant application. Your initiative can not commence before the processing time finishes.

Note: the processing time does not commence until the application is deemed complete and eligible by the Grants Team.



Applicants are required to complete the application form, provide evidence of their constituted not-for-profit status, provide quotations for items over \$1,000 (excl GST) you are requesting Council funds for, address the assessment criteria.

All these details can be found in the Grant Guidelines. Applicants can access these Guidelines on Council's website using this link [here](#).

Once an application is received, the Grants Team will check the eligibility of the application, once it is deemed complete and eligible, the application will be assessed by Council Subject Matter Experts and a recommendation will be made. All applicants will receive notification via email from SmartyGrants. Successful applicants will receive a Notification Letter and Funding Agreement via email which need to be returned to Council.

All successful applicants are required to submit an Acquittal using the SmartyGrants portal within 28 days of the completion of their initiative.

If you are interested in applying for a grant, please visit the Townsville City Grants and Partnerships Social page on our Website. If you would like to submit an application, please use this link [here](#).

## **SPONSORSHIP**

Local, national and international organisations give support to many different types of events. The way in which they provide their support include:

- Financial assistance
- Assist with their services/products
- Promotion and advertising

When a business becomes a sponsor, it gives the business great exposure to the wider community as well as a chance to connect with new clients or customers.

The best way to obtain sponsors is to build relations, and the best way to do this is to set up meetings to have conversations with potential sponsors. Meetings can be face to face or over the phone. Before setting up meetings you should first create a Sponsorship Prospectus outlining your Sponsorship Packages and a Sponsorship Proposal.

## **IN-KIND SUPPORT**

Some businesses may not be able to offer cash sponsorship, however may offer your event in kind services or products. For example, a service could include the printing of marketing materials and a product could be chairs for your event etc. This is in-kind support will assist your budget as you will not have to allocate funds to those services and products.

For more information on sponsorship, check out our Artist Information booklet on our website at [nafa-tsv.com.au](http://nafa-tsv.com.au) or email the team at [nafa@townsville.qld.gov.au](mailto:nafa@townsville.qld.gov.au)



## BUDGET TEMPLATE

This page is a quick and simple template to outline your budget income and expenses. You can add to your budget as you confirm costs and receive invoices. If you have any questions or just want to see if you are on the right track, please contact the team at [nafa@townsville.qld.gov.au](mailto:nafa@townsville.qld.gov.au)

### INCOME

Fundraising	\$ _____
Artist Contribution	\$ _____
Funding/Grants	\$ _____
Tickets	\$ _____
Other	\$ _____

<b>TOTAL INCOME</b>	\$ _____
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### DEDUCTIONS

#### Wages & Fees

Performers	\$ _____
Director	\$ _____
Stage Manager	\$ _____
Production Manager	\$ _____
Writer	\$ _____
Box Office	\$ _____
Front of House / Ushers	\$ _____

<b>TOTAL WAGES/FEES</b>	\$ _____
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#### Marketing

Print Advertising	\$ _____
Web Advertising	\$ _____
Radio Advertising	\$ _____
Printing (Flyers/Posters)	\$ _____
Photography/Videography	\$ _____
Graphic Design	\$ _____

<b>TOTAL MARKETING</b>	\$ _____
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#### Production Costs

Venue Hire	\$ _____
Equipment Hire	\$ _____
Lighting	\$ _____
Sound	\$ _____
AV	\$ _____
Costumes/Props	\$ _____
Liquor License	\$ _____
Catering	\$ _____
Cleaning	\$ _____
Transport	\$ _____
Security	\$ _____
Travel & Accommodation	\$ _____

<b>TOTAL PRODUCTION</b>	\$ _____
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#### Overheads

Public Liability Insurance	\$ _____
APRA Fees (Music Licensing)	\$ _____
Ticketing Fees	\$ _____
Contingency	\$ _____

<b>TOTAL OVERHEADS</b>	\$ _____
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<b>TOTAL DEDUCTIONS</b>	\$ _____
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<b>PROFIT / LOSS</b>	\$ _____
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