



Lasseters
centre of entertainment

LASSETERS COMMUNITY BENEFIT FUND

Lasseters centre of entertainment encourages local initiatives that enhance community wellbeing and opportunities as well as individual and group pursuits of excellence.

These guidelines have been developed to assist people seeking donations, sponsorship, grants and in-kind assistance from Lasseters centre of entertainment.

WHY DO WE HAVE GUIDELINES?

Lasseters centre of entertainment receives many Sponsorship, Grant and Donation applications each week. Based on the merits of these submissions, the Committee has the difficult decision of deciding how the budgeted funding will be allocated. Unfortunately, the Committee is not in a position to be able to assist all requests.

THE APPLICATION PROCESS

The figures set in this document are to be used as a guide only and Lasseters centre of entertainment reserves the right to increase or decrease the amount as they see appropriate.

By taking the time to fully complete this application form and by proving any supporting documentation in a timely manner, you will assist in speeding up the approvals process.

Donations and in kind assistance applications should be sent not less than 2 calendar months prior to the date you require the assistance for. Retrospective funding will not be approved.

Sponsorship and grant applications should be submitted by April of each calendar year for the next financial year, commencing in June.

Please note: meeting the conditions set-out in the eligibility criteria does not oblige Lasseters centre of entertainment to provide financial assistance.

DEFINITIONS

For the purpose of clarifying your request:

Donation

A Donation is a charitable contribution made by Lasseters centre of entertainment to assist an individual with expenses incurred for travel or through demonstrated financial difficulties due to medical reasons OR;

Is a charitable contribution made by Lasseters centre of entertainment to assist a group or organization with a specific community focused project

Sponsorship

Sponsorship is a business agreement between Lasseters centre of entertainment and a group or organization, in which both companies mutually achieve agreed community benefits and generate goodwill.

Grants

A Grant is a one-off payment. This payment can include, but is not exclusive to:

- A payment that is gifted to an individual or group for a sporting, artistic or musical achievement on a state, national or international level.
- A payment for the purchase of property, equipment or other assets beneficial to the group success of sporting, artistic or musical endeavours

In-Kind assistance

In kind assistance usually refers to a good or service offered by Lasseters centre of entertainment at no cost to the recipient.

ELIGIBILITY CRITERIA

To achieve favourable results for your request, you must fulfil the following criteria:

1. Must be a resident of Alice Springs; or
2. Carries out business within the Alice Springs community

Preference is also given to individuals who can demonstrate an affiliation to Lasseters centre of entertainment or those who are current financial members of Lasseters centre of entertainment.

In addition to the Eligibility Criteria, additional information specific to the category you are requesting assistance from, is required.

Donation

Level - \$1 to \$1,000

Approved claims in this category can include, but are not exclusive to:

- Travel expenses due to illness or for approved medical reasons
- Travel to international destinations for medical research or study group purposes

Community projects covered in this category can include, but are not exclusive to:

- A school or community group fundraising event
- The purchase of medical supplies or equipment (not for individual use)
- Events organized by or assets purchase for not-for-profit and charitable organizations that are of community benefit

To demonstrate your eligibility in this category, you must provide the following documentation with your submission:

- From the individual; A signed letter from the treating doctor acknowledging the medical condition AND; if traveling internationally, quotes for travel expenses and itineraries
- From the group or organization; any quotes pertaining to work to be undertaken or assets to be purchased
- A letter from the School Principal or President/General Manager/CEO of organization (on letterhead) stating support of event or cause
- A copy of any media articles relating to the project you are seeking assistance for

Note: Lasseters centre of entertainment abides by strict privacy policies and will not share this information with any third parties. However, to ensure legitimacy of claims, Lasseters centre of entertainment may contact the people listed in your submission to ensure accuracy of claims.

Sponsorships

Level - \$1 to \$50,000

Approved claims in this category can include, but are not exclusive to:

- A community focused event
- An event or initiative that meets the community's needs
- An event or program of local, national or international military significance

To demonstrate your eligibility in this category, you must provide the following documentation with your submission:

- A clear outline of sponsorship benefits, including a list of media opportunities, signage, digital media and other mediums beneficial to Lasseters centre of entertainment. Please note, logo exposure is not considered a primary goal of sponsorship, it is classified as a bonus
- Details of how your organization arrived at the proposed sponsorship fee when compared to the value of listed benefits in your proposal
- In the case of event sponsorship, a detailed explanation of the proven demographics who attend the event is also required
- Address how this sponsorship can enhance Lasseters centre of entertainments' reputation and profile within the community or how this sponsorship can benefit it's relationship with members

- Supporting letter from board or parent organization stating support for local event
- References of endorsements from previous sponsors or stakeholders
- Media articles relating to past events

Grants

Level - \$1 to \$5,000

Approved claims in this category can include, but are not exclusive to:

- Assistance for an individual to attend a sporting, academic, artistic or musical pursuit. A Grant will only be made on each level once. For example, the same sporting competitor competing at the same level is not eligible to receive funding for that level more than once in the competitors career.
- A grant for the purchase of property, equipment or other assets that are beneficial to the Alice Springs Community

In-kind assistance

Level - \$1 - \$1,000

Approved claims in this category can include, but are not exclusive to:

- The use of our Function Facilities as venue hire
- The use of the Lasseters centre of entertainment mini-bus

To demonstrate your eligibility in this category, you must provide the following documentation with your submission:

- You must provide evidence that you are a legitimate not-for-profit, charity or community based organisation.
- Note if you require this assistance as a one-off or on a recurring basis

**LASSETERS COMMUNITY BENEFIT FUND
APPLICATION FORM**

Date: _____

Type of request: Sponsorship Donation Grant In Kind

Title:_____ First name:_____ Surname:_____

Organisation name: _____

Postal address:_____ State:_____ PostCode:_____

Phone number:_____ Email Address:_____

Current Lasseters centre of entertainment Membership Number: _____

Amount requested \$ _____ (For in kind assistance, please list items below)

**FOR SPONSORSHIPS, PLEASE COMPLETE THE TOP HALF OF THIS FORM AND INCLUDE YOUR
SUBMISSION SEPARATELY.**

For donations and grants, please briefly explain the assistance you are seeking: _____



If you require additional room, please continue your application on a separate sheet of paper.

REMEMBER TO ATTACH ANY SUPPORTING DOCUMENTATION BEFORE SUBMITTING YOUR APPLICATION

Please send completed application form and supporting documentation to:

Lasseters Sales & Marketing Manager
Lasseters Centre of Entertainment
PO Box 2632
Alice Springs NT 0870
Email paul.bailey@lasseters.com.au
Phone enquiries: 08 89529816

