



Attachment 2 to Item 10.2.1.

Community/ Commercial Events Assessment Criteria
Matrix for the Event Sponsorship Application under Round
1 Event Sponsorship Program 2024/2025

Date of meeting: 12 November 2024

Location: Council Chambers

Time: 6:30pm

COMMUNITY EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: The Windsor Business Action Group
Event Name: Windsor Gas Lamp Festival
Event Location: Windsor Mall/Thompson Sq
Date: 6-9 June

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	3
	Number of attendees	<500 500 to 1000 >1000	0 1 2	2
	Entry Fee	No Yes	0 1	0
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	2
	Opportunity for community volunteers	No Yes	0 3	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees	Hawkesbury LGA Outside LGA	2 1	1
	Revenue generated from event	Cost neutral Revenue generated Returned to community	1 2 3	3
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	3
	Management of waste	No waste management General waste bins only Recycling and general waste bins Zero waste created	0 1 2 3	2

Objective	Criteria	Score Options	Score	Event Score
Venues/Location	Events that support the revitalisation of town centres and villages	No Yes	0 2	2
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	2
	Events that celebrate our rivers or riverside locations	No Yes	0 2	2
	Hawkesbury Showground	No Yes	0 1	0
Accessibility	Event is accessible for people living with a disability	No Yes	0 2	2
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 2	2
	Involvement of local artisans	No Yes	0 2	2
	Involvement of local musicians	No Yes	0 2	2
	Involvement of local food producers	No Yes	0 2	2
Promotional and Brand Exposure	Local/Regional promotion	No Local Regional	0 1 2	2
	State promotion	No Yes	0 2	2
	Provision of marketing plan	No Yes	0 2	0
Sport	Local sporting promotion	No Yes	0 2	0

Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	No Yes	0 1	1
	Multiple funding sources	No Yes	1 2	2
	Event previously has been held in the Hawkesbury	No Yes	1 2	2
	Strong business model	No Yes	0 1	1
First Nations Involvement	Do you conduct a Welcome to Country at your event?	No Yes	0 3	3
	Do you conduct an Acknowledgement of Country at your event?	No Yes	0 2	2
	Do you involve a First Nations group at your event?	No Yes	0 2	2
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
	Event has been supported by Council for less than 2 years	Yes	1	1
	Event has not been supported by Council	Yes	2	0
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	0
	Outstanding long term (>20 years) contribution to social, cultural, economic factors	No Yes	0 2	0
	Provide demonstrated support to the local economy by recognizing small business excellence	No Yes	0 2	2

Note: A Score above 40 for Community Event Sponsorship is required to be eligible to receive Community Event Sponsorship funding.

TOTAL SCORE

60

COMMUNITY EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Hawkesbury Valley Baptist Church
Event Name: Hanna Park Carols
Event Location: Hanna Park North Richmond
Date: 21 – 12 - 2024

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	3
	Number of attendees	<500 500 to 1000 >1000	0 1 2	2
	Entry Fee	No Yes	0 1	0
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 3	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees	Hawkesbury LGA Outside LGA	2 1	2
	Revenue generated from event	Cost neutral Revenue generated Returned to community	1 2 3	1
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	3
	Management of waste	No waste management General waste bins only Recycling and general waste bins Zero waste created	0 1 2 3	2

Objective	Criteria	Score Options	Score	Event Score
Venues/Location	Events that support the revitalisation of town centres and villages	No Yes	0 2	2
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	2
	Events that celebrate our rivers or riverside locations	No Yes	0 2	2
	Hawkesbury Showground	No Yes	0 1	0
Accessibility	Event is accessible for people living with a disability	No Yes	0 2	2
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 2	0
	Involvement of local artisans	No Yes	0 2	2
	Involvement of local musicians	No Yes	0 2	2
	Involvement of local food producers	No Yes	0 2	2
Promotional and Brand Exposure	Local/Regional promotion	No Local Regional	0 1 2	1
	State promotion	No Yes	0 2	0
	Provision of marketing plan	No Yes	0 2	2
Sport	Local sporting promotion	No Yes	0 2	0

Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	No Yes	0 1	1
	Multiple funding sources	No Yes	1 2	2
	Event previously has been held in the Hawkesbury	No Yes	1 2	2
	Strong business model	No Yes	0 1	1
First Nations Involvement	Do you conduct a Welcome to Country at your event?	No Yes	0 3	3
	Do you conduct an Acknowledgement of Country at your event?	No Yes	0 2	0
	Do you involve a First Nations group at your event?	No Yes	0 2	2
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
	Event has been supported by Council for less than 2 years	Yes	1	0
	Event has not been supported by Council	Yes	2	0
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	0
	Outstanding long term (>20 years) contribution to social, cultural, economic factors	No Yes	0 2	0
	Provide demonstrated support to the local economy by recognizing small business excellence	No Yes	0 2	0

Note: A Score above 40 for Community Event Sponsorship is required to be eligible to receive Community Event Sponsorship funding.

TOTAL SCORE

52

COMMUNITY EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Sydney Sheep Dog Club
Event Name: Club Championships
Event Location: Hawkesbury Showground
Date: 19-22 June 2025

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	1
	Number of attendees	<500 500 to 1000 >1000	0 1 2	0
	Entry Fee	No Yes	0 1	1
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 3	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees	Hawkesbury LGA Outside LGA	2 1	2
	Revenue generated from event	Cost neutral Revenue generated Returned to community	1 2 3	3
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	3
	Management of waste	No waste management General waste bins only Recycling and general waste bins Zero waste created	0 1 2 3	2

Objective	Criteria	Score Options	Score	Event Score
Venues/Location	Events that support the revitalisation of town centres and villages	No Yes	0 2	0
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	0
	Events that celebrate our rivers or riverside locations	No Yes	0 2	0
	Hawkesbury Showground	No Yes	0 1	1
Accessibility	Event is accessible for people living with a disability	No Yes	0 2	2
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 2	0
	Involvement of local artisans	No Yes	0 2	2
	Involvement of local musicians	No Yes	0 2	0
	Involvement of local food producers	No Yes	0 2	2
Promotional and Brand Exposure	Local/Regional promotion	No Local Regional	0 1 2	2
	State promotion	No Yes	0 2	2
	Provision of marketing plan	No Yes	0 2	2
Sport	Local sporting promotion	No Yes	0 2	2

Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	No Yes	0 1	1
	Multiple funding sources	No Yes	1 2	2
	Event previously has been held in the Hawkesbury	No Yes	1 2	2
	Strong business model	No Yes	0 1	1
First Nations Involvement	Do you conduct a Welcome to Country at your event?	No Yes	0 3	3
	Do you conduct an Acknowledgement of Country at your event?	No Yes	0 2	2
	Do you involve a First Nations group at your event?	No Yes	0 2	2
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
	Event has been supported by Council for less than 2 years	Yes	1	1
	Event has not been supported by Council	Yes	2	0
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	
	Outstanding long term (>20 years) contribution to social, cultural, economic factors	No Yes	0 2	
	Provide demonstrated support to the local economy by recognizing small business excellence	No Yes	0 2	

Note: A Score above 40 for Community Event Sponsorship is required to be eligible to receive Community Event Sponsorship funding.

TOTAL SCORE

52

COMMUNITY EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Windsor Business Group
Event Name: LUW – Railway to Fitz Street
Event Location: Windsor
Date: 30/11/2024

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	3
	Number of attendees	<500 500 to 1000 >1000	0 1 2	2
	Entry Fee	No Yes	0 1	0
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 3	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees	Hawkesbury LGA Outside LGA	2 1	2
	Revenue generated from event	Cost neutral Revenue generated Returned to community	1 2 3	3
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	0
	Management of waste	No waste management General waste bins only Recycling and general waste bins Zero waste created	0 1 2 3	2

Objective	Criteria	Score Options	Score	Event Score
Venues/Location	Events that support the revitalisation of town centres and villages	No Yes	0 2	2
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	2
	Events that celebrate our rivers or riverside locations	No Yes	0 2	2
	Hawkesbury Showground	No Yes	0 1	0
Accessibility	Event is accessible for people living with a disability	No Yes	0 2	2
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 2	2
	Involvement of local artisans	No Yes	0 2	2
	Involvement of local musicians	No Yes	0 2	0
	Involvement of local food producers	No Yes	0 2	0
Promotional and Brand Exposure	Local/Regional promotion	No Local Regional	0 1 2	2
	State promotion	No Yes	0 2	2
	Provision of marketing plan	No Yes	0 2	0
Sport	Local sporting promotion	No Yes	0 2	0

Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	No Yes	0 1	1
	Multiple funding sources	No Yes	1 2	2
	Event previously has been held in the Hawkesbury	No Yes	1 2	2
	Strong business model	No Yes	0 1	1
First Nations Involvement	Do you conduct a Welcome to Country at your event?	No Yes	0 3	3
	Do you conduct an Acknowledgement of Country at your event?	No Yes	0 2	2
	Do you involve a First Nations group at your event?	No Yes	0 2	
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	
	Event has been supported by Council for less than 2 years	Yes	1	
	Event has not been supported by Council	Yes	2	
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	
	Outstanding long term (>20 years) contribution to social, cultural, economic factors	No Yes	0 2	
	Provide demonstrated support to the local economy by recognizing small business excellence	No Yes	0 2	

Note: A Score above 40 for Community Event Sponsorship is required to be eligible to receive Community Event Sponsorship funding.

TOTAL SCORE

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COMMUNITY EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Hawkesbury Trail Runners
Event Name: Burralow Bush Bash
Event Location: Bilpin Fruit Bowl
Date: 20/7/2025

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	1
	Number of attendees	<500 500 to 1000 >1000	0 1 2	1
	Entry Fee	No Yes	0 1	1
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 3	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees	Hawkesbury LGA Outside LGA	2 1	1
	Revenue generated from event	Cost neutral Revenue generated Returned to community	1 2 3	2
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	0
	Management of waste	No waste management General waste bins only Recycling and general waste bins Zero waste created	0 1 2 3	2

Objective	Criteria	Score Options	Score	Event Score
Venues/Location	Events that support the revitalisation of town centres and villages	No Yes	0 2	2
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	2
	Events that celebrate our rivers or riverside locations	No Yes	0 2	0
	Hawkesbury Showground	No Yes	0 1	0
Accessibility	Event is accessible for people living with a disability	No Yes	0 2	2
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 2	2
	Involvement of local artisans	No Yes	0 2	0
	Involvement of local musicians	No Yes	0 2	2
	Involvement of local food producers	No Yes	0 2	2
Promotional and Brand Exposure	Local/Regional promotion	No Local Regional	0 1 2	2
	State promotion	No Yes	0 2	2
	Provision of marketing plan	No Yes	0 2	0
Sport	Local sporting promotion	No Yes	0 2	2

Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	No Yes	0 1	1
	Multiple funding sources	No Yes	1 2	1
	Event previously has been held in the Hawkesbury	No Yes	1 2	2
	Strong business model	No Yes	0 1	1
First Nations Involvement	Do you conduct a Welcome to Country at your event?	No Yes	0 3	0
	Do you conduct an Acknowledgement of Country at your event?	No Yes	0 2	2
	Do you involve a First Nations group at your event?	No Yes	0 2	2
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
	Event has been supported by Council for less than 2 years	Yes	1	1
	Event has not been supported by Council	Yes	2	
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	
	Outstanding long term (>20 years) contribution to social, cultural, economic factors	No Yes	0 2	
	Provide demonstrated support to the local economy by recognizing small business excellence	No Yes	0 2	

Note: A Score above 40 for Community Event Sponsorship is required to be eligible to receive Community Event Sponsorship funding.

TOTAL SCORE

47

COMMUNITY EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Merana Aboriginal Community Association for the Hawkesbury INC
Event Name: Naidoc Ball
Event Location: Windsor Function Centre
Date: 26/7/25

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	1
	Number of attendees	<500 500 to 1000 >1000	0 1 2	0
	Entry Fee	No Yes	0 1	0
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 3	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees	Hawkesbury LGA Outside LGA	2 1	2
	Revenue generated from event	Cost neutral Revenue generated Returned to community	1 2 3	3
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	0
	Management of waste	No waste management General waste bins only Recycling and general waste bins Zero waste created	0 1 2 3	0

Objective	Criteria	Score Options	Score	Event Score
Venues/Location	Events that support the revitalisation of town centres and villages	No Yes	0 2	2
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	2
	Events that celebrate our rivers or riverside locations	No Yes	0 2	0
	Hawkesbury Showground	No Yes	0 1	0
Accessibility	Event is accessible for people living with a disability	No Yes	0 2	2
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 2	2
	Involvement of local artisans	No Yes	0 2	2
	Involvement of local musicians	No Yes	0 2	2
	Involvement of local food producers	No Yes	0 2	2
Promotional and Brand Exposure	Local/Regional promotion	No Local Regional	0 1 2	2
	State promotion	No Yes	0 2	2
	Provision of marketing plan	No Yes	0 2	0
Sport	Local sporting promotion	No Yes	0 2	0

Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	No Yes	0 1	1
	Multiple funding sources	No Yes	1 2	2
	Event previously has been held in the Hawkesbury	No Yes	1 2	2
	Strong business model	No Yes	0 1	1
First Nations Involvement	Do you conduct a Welcome to Country at your event?	No Yes	0 3	3
	Do you conduct an Acknowledgement of Country at your event?	No Yes	0 2	0
	Do you involve a First Nations group at your event?	No Yes	0 2	2
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
	Event has been supported by Council for less than 2 years	Yes	1	1
	Event has not been supported by Council	Yes	2	0
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	
	Outstanding long term (>20 years) contribution to social, cultural, economic factors	No Yes	0 2	
	Provide demonstrated support to the local economy by recognizing small business excellence	No Yes	0 2	

Note: A Score above 40 for Community Event Sponsorship is required to be eligible to receive Community Event Sponsorship funding.

TOTAL SCORE

47

COMMUNITY EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Rotary Club Richmond
Event Name: Christmas Carols
Event Location: Richmond Oval
Date: 15 – 12 - 2024

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	3
	Number of attendees	<500 500 to 1000 >1000	0 1 2	2
	Entry Fee	No Yes	0 1	0
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 3	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees	Hawkesbury LGA Outside LGA	2 1	2
	Revenue generated from event	Cost neutral Revenue generated Returned to community	1 2 3	3
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	0
	Management of waste	No waste management General waste bins only Recycling and general waste bins Zero waste created	0 1 2 3	1

Objective	Criteria	Score Options	Score	Event Score
Venues/Location	Events that support the revitalisation of town centres and villages	No Yes	0 2	2
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	2
	Events that celebrate our rivers or riverside locations	No Yes	0 2	0
	Hawkesbury Showground	No Yes	0 1	0
Accessibility	Event is accessible for people living with a disability	No Yes	0 2	2
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 2	0
	Involvement of local artisans	No Yes	0 2	2
	Involvement of local musicians	No Yes	0 2	2
	Involvement of local food producers	No Yes	0 2	2
Promotional and Brand Exposure	Local/Regional promotion	No Local Regional	0 1 2	1
	State promotion	No Yes	0 2	0
	Provision of marketing plan	No Yes	0 2	0
Sport	Local sporting promotion	No Yes	0 2	0

Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	No Yes	0 1	1
	Multiple funding sources	No Yes	1 2	2
	Event previously has been held in the Hawkesbury	No Yes	1 2	2
	Strong business model	No Yes	0 1	1
First Nations Involvement	Do you conduct a Welcome to Country at your event?	No Yes	0 3	0
	Do you conduct an Acknowledgement of Country at your event?	No Yes	0 2	2
	Do you involve a First Nations group at your event?	No Yes	0 2	0
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
	Event has been supported by Council for less than 2 years	Yes	1	0
	Event has not been supported by Council	Yes	2	0
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	0
	Outstanding long term (>20 years) contribution to social, cultural, economic factors	No Yes	0 2	0
	Provide demonstrated support to the local economy by recognizing small business excellence	No Yes	0 2	0

Note: A Score above 40 for Community Event Sponsorship is required to be eligible to receive Community Event Sponsorship funding.

TOTAL SCORE

43

COMMUNITY EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Kurrajong Baptist Church
Event Name: Christmas Carols
Event Location: Kurrajong Memorial Park
Date: 14 – 12 - 2024

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	3
	Number of attendees	<500 500 to 1000 >1000	0 1 2	0
	Entry Fee	No Yes	0 1	0
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 3	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	0
	Origin of attendees	Hawkesbury LGA Outside LGA	2 1	2
	Revenue generated from event	Cost neutral Revenue generated Returned to community	1 2 3	3
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	3
	Management of waste	No waste management General waste bins only Recycling and general waste bins Zero waste created	0 1 2 3	2

Objective	Criteria	Score Options	Score	Event Score
Venues/Location	Events that support the revitalisation of town centres and villages	No Yes	0 2	2
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	2
	Events that celebrate our rivers or riverside locations	No Yes	0 2	0
	Hawkesbury Showground	No Yes	0 1	0
Accessibility	Event is accessible for people living with a disability	No Yes	0 2	2
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 2	0
	Involvement of local artisans	No Yes	0 2	2
	Involvement of local musicians	No Yes	0 2	2
	Involvement of local food producers	No Yes	0 2	2
Promotional and Brand Exposure	Local/Regional promotion	No Local Regional	0 1 2	1
	State promotion	No Yes	0 2	0
	Provision of marketing plan	No Yes	0 2	0
Sport	Local sporting promotion	No Yes	0 2	0

Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	No Yes	0 1	1
	Multiple funding sources	No Yes	1 2	2
	Event previously has been held in the Hawkesbury	No Yes	1 2	2
	Strong business model	No Yes	0 1	1
First Nations Involvement	Do you conduct a Welcome to Country at your event?	No Yes	0 3	0
	Do you conduct an Acknowledgement of Country at your event?	No Yes	0 2	2
	Do you involve a First Nations group at your event?	No Yes	0 2	0
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
	Event has been supported by Council for less than 2 years	Yes	1	0
	Event has not been supported by Council	Yes	2	0
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	0
	Outstanding long term (>20 years) contribution to social, cultural, economic factors	No Yes	0 2	0
	Provide demonstrated support to the local economy by recognizing small business excellence	No Yes	0 2	0

Note: A Score above 40 for Community Event Sponsorship is required to be eligible to receive Community Event Sponsorship funding.

TOTAL SCORE

43

COMMUNITY EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Windsor Uniting Church
Event Name: LUW – Light up their church
Event Location: Windsor
Date: 30/11/2024

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	1
	Number of attendees	<500 500 to 1000 >1000	0 1 2	2
	Entry Fee	No Yes	0 1	1
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	2
	Opportunity for community volunteers	No Yes	0 3	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	0
	Origin of attendees	Hawkesbury LGA Outside LGA	2 1	2
	Revenue generated from event	Cost neutral Revenue generated Returned to community	1 2 3	3
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	3
	Management of waste	No waste management General waste bins only Recycling and general waste bins Zero waste created	0 1 2 3	2

Objective	Criteria	Score Options	Score	Event Score
Venues/Location	Events that support the revitalisation of town centres and villages	No Yes	0 2	2
	Develop vibrant town centres with business growth and community connection	No Yes	0 2	2
	Events that celebrate our rivers or riverside locations	No Yes	0 2	0
	Hawkesbury Showground	No Yes	0 1	0
Accessibility	Event is accessible for people living with a disability	No Yes	0 2	2
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 2	2
	Involvement of local artisans	No Yes	0 2	0
	Involvement of local musicians	No Yes	0 2	0
	Involvement of local food producers	No Yes	0 2	2
Promotional and Brand Exposure	Local/Regional promotion	No Local Regional	0 1 2	1
	State promotion	No Yes	0 2	0
	Provision of marketing plan	No Yes	0 2	0
Sport	Local sporting promotion	No Yes	0 2	0

Objective	Criteria	Score Options	Score	Event Score
Legacy	Opportunity for event growth	No Yes	0 1	1
	Multiple funding sources	No Yes	1 2	2
	Event previously has been held in the Hawkesbury	No Yes	1 2	2
	Strong business model	No Yes	0 1	1
First Nations Involvement	Do you conduct a Welcome to Country at your event?	No Yes	0 3	0
	Do you conduct an Acknowledgement of Country at your event?	No Yes	0 2	0
	Do you involve a First Nations group at your event?	No Yes	0 2	0
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
	Event has been supported by Council for less than 2 years	Yes	1	1
	Event has not been supported by Council	Yes	2	0
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	0
	Outstanding long term (>20 years) contribution to social, cultural, economic factors	No Yes	0 2	0
	Provide demonstrated support to the local economy by recognizing small business excellence	No Yes	0 2	0

Note: A Score above 40 for Community Event Sponsorship is required to be eligible to receive Community Event Sponsorship funding.

TOTAL SCORE

40

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Hawkesbury Agricultural Society
Event Name: Hawkesbury Show
Event Location: Hawkesbury Showground
Date: 9 May 2025

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	3
	Number of attendees	<1000 1000 to 3000 >3000	1 2 3	3
	Entry Fee	No Yes	0 1	1
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 2	3
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees anticipated	Hawkesbury LGA Outside LGA	1 2	2
	Anticipated number of people staying overnight	<100 people 100 to 200 people >200 people	1 2 3	1
	Revenue generated from event	<\$20,000 >\$20,000	1 2	2

Objective	Criteria	Score Options	Score	Event Score
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	3
	Management of waste	No waste management General waste bins only Recycling and general waste bins Zero waste created	0 1 2 3	2
Venues/Location	Events that support the revitalisation of town centres and villages	No Yes	0 2	0
	Develop vibrant town centres with opportunity for business growth and community connection	No Yes	0 2	0
	Events that celebrate our rivers or riverside locations	No Yes	0 2	0
	Hawkesbury Showground	No Yes	0 1	1
Accessibility	Event is accessible for people living with a disability	No Yes	0 2	2
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 3	3
	Involvement of local artisans	No Yes	0 3	3
	Involvement of local musicians	No Yes	0 3	3
	Involvement of local food producers	No Yes	0 3	3

Objective	Criteria	Score Options	Score	Event Score
Promotional and Brand Exposure	Local/Regional promotion	No	0	2
		Yes	1	
		Regional	2	
	State/National promotion	No	0	1
		State	1	
		National	2	
Provision of marketing plan	No	0	0	
	Yes	2		
Sport	Local sporting promotion	No	0	2
Yes		2		
Legacy	Opportunity for event growth	No	0	2
		Yes	2	
	Multiple funding sources	No	1	2
		Yes	2	
Event previously has been held in the Hawkesbury	No	1	2	
	Yes	2		
Strong business model	No	0	2	
	Yes	2		
First Nations Involvement	Do you conduct a Welcome to Country at your event?	No	0	0
		Yes	3	
	Do you conduct an Acknowledgement of Country at your event?	No	0	0
Yes		2		
Do you involve a First Nations group at your event?	No	0	2	
	Yes	2		
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
	Event has been supported by Council for less than 2 years	Yes	1	0
	Event has not been supported by Council	Yes	2	0

Objective	Criteria	Score Options	Score	Event Score
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	2
	Outstanding long term (>20 years) contribution to social, cultural, economic factors	No Yes	0 2	2
	Provide demonstrated support to the local economy by recognizing small business excellence	No Yes	0 2	0

TOTAL SCORE

62

Note : A Score above 50 for Commercial Event Sponsorship is required to be eligible to receive Commercial Event Sponsorship funding.

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Max Adventure PTY LTD
Event Name: Convict 100 Mountain Bike Marathon
Event Location: St Albans
Date: 3 – 5 - 2025

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event	1	3
		Appeal to age group	2	
		Universal appeal	3	
	Number of attendees	<1000	1	2
		1000 to 3000	2	
		>3000	3	
	Entry Fee	No	0	1
		Yes	1	
Community connections and resilience	Create community partnerships	No	0	3
		Yes	3	
	Opportunities for local community groups involvement	No	0	2
Yes	2			
More than 2 groups	3			
Opportunity for community volunteers	No	0	2	
	Yes	2		
Economic Benefit	Opportunities for local business involvement	No	0	2
		Yes	2	
	Origin of attendees anticipated	Hawkesbury LGA	1	2
		Outside LGA	2	
Anticipated number of people staying overnight	<100 people	1	2	
	100 to 200 people	2		
	>200 people	3		
Revenue generated from event	<\$20,000	1	2	
	>\$20,000	2		

Objective	Criteria	Score Options	Score	Event Score
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	3
	Management of waste	No waste management General waste bins only Recycling and general waste bins Zero waste created	0 1 2 3	2
Venues/Location	Events that support the revitalisation of town centres and villages	No Yes	0 2	0
	Develop vibrant town centres with opportunity for business growth and community connection	No Yes	0 2	2
	Events that celebrate our rivers or riverside locations	No Yes	0 2	2
	Hawkesbury Showground	No Yes	0 1	0
Accessibility	Event is accessible for people living with a disability	No Yes	0 2	0
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 3	3
	Involvement of local artisans	No Yes	0 3	0
	Involvement of local musicians	No Yes	0 3	0
	Involvement of local food producers	No Yes	0 3	3

Objective	Criteria	Score Options	Score	Event Score
Promotional and Brand Exposure	Local/Regional promotion	No Yes Regional	0 1 2	2
	State/National promotion	No State National	0 1 2	1
	Provision of marketing plan	No Yes	0 2	2
Sport	Local sporting promotion	No Yes	0 2	2
Legacy	Opportunity for event growth	No Yes	0 2	2
	Multiple funding sources	No Yes	1 2	2
	Event previously has been held in the Hawkesbury	No Yes	1 2	2
	Strong business model	No Yes	0 2	2
First Nations Involvement	Do you conduct a Welcome to Country at your event?	No Yes	0 3	0
	Do you conduct an Acknowledgement of Country at your event?	No Yes	0 2	2
	Do you involve a First Nations group at your event?	No Yes	0 2	0
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
	Event has been supported by Council for less than 2 years	Yes	1	1
	Event has not been supported by Council	Yes	2	0

Objective	Criteria	Score Options	Score	Event Score
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	
	Outstanding long term (>20 years) contribution to social, cultural, economic factors	No Yes	0 2	
	Provide demonstrated support to the local economy by recognizing small business excellence	No Yes	0 2	

TOTAL SCORE

54

Note : A Score above 50 for Commercial Event Sponsorship is required to be eligible to receive Commercial Event Sponsorship funding.

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Regal Star Productions
Event Name: Asia Model Festival
Event Location: Cornwallis House - Cornwallis
Date: 17-5-2024

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	3
	Number of attendees	<1000 1000 to 3000 >3000	1 2 3	1
	Entry Fee	No Yes	0 1	1
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 2	2
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees anticipated	Hawkesbury LGA Outside LGA	1 2	2
	Anticipated number of people staying overnight	<100 people 100 to 200 people >200 people	1 2 3	1
	Revenue generated from event	<\$20,000 >\$20,000	1 2	1

Objective	Criteria	Score Options	Score	Event Score
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	3
	Management of waste	No waste management General waste bins only Recycling and general waste bins Zero waste created	0 1 2 3	2
Venues/Location	Events that support the revitalisation of town centres and villages	No Yes	0 2	0
	Develop vibrant town centres with opportunity for business growth and community connection	No Yes	0 2	0
	Events that celebrate our rivers or riverside locations	No Yes	0 2	0
	Hawkesbury Showground	No Yes	0 1	0
Accessibility	Event is accessible for people living with a disability	No Yes	0 2	2
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 3	0
	Involvement of local artisans	No Yes	0 3	3
	Involvement of local musicians	No Yes	0 3	3
	Involvement of local food producers	No Yes	0 3	3

Objective	Criteria	Score Options	Score	Event Score
Promotional and Brand Exposure	Local/Regional promotion	No	0	1
		Yes	1	
		Regional	2	
	State/National promotion	No	0	1
		State	1	
		National	2	
Provision of marketing plan	No	0	2	
	Yes	2		
Sport	Local sporting promotion	No	0	0
		Yes	2	
Legacy	Opportunity for event growth	No	0	2
		Yes	2	
	Multiple funding sources	No	1	2
		Yes	2	
Event previously has been held in the Hawkesbury	No	1	1	
	Yes	2		
Strong business model	No	0	0	
	Yes	2		
First Nations Involvement	Do you conduct a Welcome to Country at your event?	No	0	3
		Yes	3	
	Do you conduct an Acknowledgement of Country at your event?	No	0	2
Yes		2		
Do you involve a First Nations group at your event?	No	0	2	
	Yes	2		
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
	Event has been supported by Council for less than 2 years	Yes	1	0
	Event has not been supported by Council	Yes	2	2

Objective	Criteria	Score Options	Score	Event Score
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	
	Outstanding long term (>20 years) contribution to social, cultural, economic factors	No Yes	0 2	
	Provide demonstrated support to the local economy by recognizing small business excellence	No Yes	0 2	

TOTAL SCORE

53

Note : A Score above 50 for Commercial Event Sponsorship is required to be eligible to receive Commercial Event Sponsorship funding.

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: St Albans Village Market
Event Name:
Event Location: St Albans
Date: Held L/W and School Holidays

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	3
	Number of attendees	<1000 1000 to 3000 >3000	1 2 3	1
	Entry Fee	No Yes	0 1	1
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 2	2
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees anticipated	Hawkesbury LGA Outside LGA	1 2	1
	Anticipated number of people staying overnight	<100 people 100 to 200 people >200 people	1 2 3	1
	Revenue generated from event	<\$20,000 >\$20,000	1 2	1

Objective	Criteria	Score Options	Score	Event Score
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	3
	Management of waste	No waste management General waste bins only Recycling and general waste bins Zero waste created	0 1 2 3	2
Venues/Location	Events that support the revitalisation of town centres and villages	No Yes	0 2	2
	Develop vibrant town centres with opportunity for business growth and community connection	No Yes	0 2	2
	Events that celebrate our rivers or riverside locations	No Yes	0 2	2
	Hawkesbury Showground	No Yes	0 1	0
Accessibility	Event is accessible for people living with a disability	No Yes	0 2	2
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 3	3
	Involvement of local artisans	No Yes	0 3	3
	Involvement of local musicians	No Yes	0 3	3
	Involvement of local food producers	No Yes	0 3	3

Objective	Criteria	Score Options	Score	Event Score
Promotional and Brand Exposure	Local/Regional promotion	No	0	1
		Yes	1	
		Regional	2	
	State/National promotion	No	0	0
		State	1	
		National	2	
Provision of marketing plan	No	0	0	
	Yes	2		
Sport	Local sporting promotion	No	0	0
Yes		2		
Legacy	Opportunity for event growth	No	0	2
		Yes	2	
	Multiple funding sources	No	1	1
		Yes	2	
Event previously has been held in the Hawkesbury	No	1	2	
	Yes	2		
Strong business model	No	0	2	
	Yes	2		
First Nations Involvement	Do you conduct a Welcome to Country at your event?	No	0	0
		Yes	3	
	Do you conduct an Acknowledgement of Country at your event?	No	0	0
Yes		2		
Do you involve a First Nations group at your event?	No	0	2	
	Yes	2		
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
	Event has been supported by Council for less than 2 years	Yes	1	0
	Event has not been supported by Council	Yes	2	0

Objective	Criteria	Score Options	Score	Event Score
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	0
	Outstanding long term (>20 years) contribution to social, cultural, economic factors	No Yes	0 2	0
	Provide demonstrated support to the local economy by recognizing small business excellence	No Yes	0 2	0

TOTAL SCORE

53

Note : A Score above 50 for Commercial Event Sponsorship is required to be eligible to receive Commercial Event Sponsorship funding.

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Lynwood Country Club
Event Name: The Gables 2024 Pro Am
Event Location: Pitt Town
Date: 18/12/2024

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	1
	Number of attendees	<1000 1000 to 3000 >3000	1 2 3	1
	Entry Fee	No Yes	0 1	0
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	2
	Opportunity for community volunteers	No Yes	0 2	2
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees anticipated	Hawkesbury LGA Outside LGA	1 2	2
	Anticipated number of people staying overnight	<100 people 100 to 200 people >200 people	1 2 3	1
	Revenue generated from event	<\$20,000 >\$20,000	1 2	1

Objective	Criteria	Score Options	Score	Event Score
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	0
	Management of waste	No waste management General waste bins only Recycling and general waste bins Zero waste created	0 1 2 3	2
Venues/Location	Events that support the revitalisation of town centres and villages	No Yes	0 2	0
	Develop vibrant town centres with opportunity for business growth and community connection	No Yes	0 2	0
	Events that celebrate our rivers or riverside locations	No Yes	0 2	0
	Hawkesbury Showground	No Yes	0 1	0
Accessibility	Event is accessible for people living with a disability	No Yes	0 2	2
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 3	0
	Involvement of local artisans	No Yes	0 3	3
	Involvement of local musicians	No Yes	0 3	3
	Involvement of local food producers	No Yes	0 3	3

Objective	Criteria	Score Options	Score	Event Score
Promotional and Brand Exposure	Local/Regional promotion	No	0	1
		Yes	1	
		Regional	2	
	State/National promotion	No	0	1
		State	1	
		National	2	
Provision of marketing plan	No	0	0	
	Yes	2		
Sport	Local sporting promotion	No	0	2
Yes		2		
Legacy	Opportunity for event growth	No	0	2
		Yes	2	
	Multiple funding sources	No	1	2
		Yes	2	
Event previously has been held in the Hawkesbury	No	1	2	
	Yes	2		
Strong business model	No	0	2	
	Yes	2		
First Nations Involvement	Do you conduct a Welcome to Country at your event?	No	0	0
		Yes	3	
	Do you conduct an Acknowledgement of Country at your event?	No	0	2
Yes		2		
Do you involve a First Nations group at your event?	No	0	2	
	Yes	2		
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
	Event has been supported by Council for less than 2 years	Yes	1	0
	Event has not been supported by Council	Yes	2	2

Objective	Criteria	Score Options	Score	Event Score
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	
	Outstanding long term (>20 years) contribution to social, cultural, economic factors	No Yes	0 2	
	Provide demonstrated support to the local economy by recognizing small business excellence	No Yes	0 2	

TOTAL SCORE

46

Note : A Score above 50 for Commercial Event Sponsorship is required to be eligible to receive Commercial Event Sponsorship funding.

COMMERCIAL EVENT ASSESSMENT CRITERIA MATRIX

Organiser's Name: Bianca Satucci
Event Name: Puppy and Paws Expo
Event Location: Richmond Oval
Date: 10/5/2025

Objective	Criteria	Score Options	Score	Event Score
Attendee Appeal	Appeal to wide demographic	Specialised event Appeal to age group Universal appeal	1 2 3	1
	Number of attendees	<1000 1000 to 3000 >3000	1 2 3	1
	Entry Fee	No Yes	0 1	0
Community connections and resilience	Create community partnerships	No Yes	0 3	3
	Opportunities for local community groups involvement	No Yes More than 2 groups	0 2 3	3
	Opportunity for community volunteers	No Yes	0 2	2
Economic Benefit	Opportunities for local business involvement	No Yes	0 2	2
	Origin of attendees anticipated	Hawkesbury LGA Outside LGA	1 2	1
	Anticipated number of people staying overnight	<100 people 100 to 200 people >200 people	1 2 3	1
	Revenue generated from event	<\$20,000 >\$20,000	1 2	1

Objective	Criteria	Score Options	Score	Event Score
Sustainability and Waste Management	Completion of a sustainability checklist	No Yes	0 3	0
	Management of waste	No waste management General waste bins only Recycling and general waste bins Zero waste created	0 1 2 3	1
Venues/Location	Events that support the revitalisation of town centres and villages	No Yes	0 2	2
	Develop vibrant town centres with opportunity for business growth and community connection	No Yes	0 2	2
	Events that celebrate our rivers or riverside locations	No Yes	0 2	0
	Hawkesbury Showground	No Yes	0 1	0
Accessibility	Event is accessible for people living with a disability	No Yes	0 2	2
Arts, Culture, Heritage and Food	Showcasing Hawkesbury heritage	No Yes	0 3	0
	Involvement of local artisans	No Yes	0 3	0
	Involvement of local musicians	No Yes	0 3	0
	Involvement of local food producers	No Yes	0 3	0

Objective	Criteria	Score Options	Score	Event Score
Promotional and Brand Exposure	Local/Regional promotion	No	0	1
		Yes	1	
		Regional	2	
	State/National promotion	No	0	0
		State	1	
		National	2	
Provision of marketing plan	No	0	2	
	Yes	2		
Sport	Local sporting promotion	No	0	2
Yes		2		
Legacy	Opportunity for event growth	No	0	0
		Yes	2	
	Multiple funding sources	No	1	0
		Yes	2	
Event previously has been held in the Hawkesbury	No	1	1	
	Yes	2		
Strong business model	No	0	0	
	Yes	2		
First Nations Involvement	Do you conduct a Welcome to Country at your event?	No	0	0
		Yes	3	
	Do you conduct an Acknowledgement of Country at your event?	No	0	0
Yes		2		
Do you involve a First Nations group at your event?	No	0	0	
	Yes	2		
Council Support (answer one only)	Event has been supported by Council for more than 2 years	Yes	0	0
	Event has been supported by Council for less than 2 years	Yes	1	0
	Event has not been supported by Council	Yes	2	2

Objective	Criteria	Score Options	Score	Event Score
Special Event	Regionally significant with attendance typically >50,000 people	No Yes	0 2	
	Outstanding long term (>20 years) contribution to social, cultural, economic factors	No Yes	0 2	
	Provide demonstrated support to the local economy by recognizing small business excellence	No Yes	0 2	

TOTAL SCORE

30

Note : A Score above 50 for Commercial Event Sponsorship is required to be eligible to receive Commercial Event Sponsorship funding.