

FAMDA Grant & Sponsorship Strategy

This strategy outlines how FAMDA will secure financial support through grants and sponsorships. Diversifying income is essential to maintain productions, festivals, and long-term sustainability.

1. Purpose

- To identify and apply for relevant grants to support FAMDA's activities.
- To develop sponsorship arrangements with local businesses and organisations.
- To build long-term financial resilience for the Association.

2. Grants

- Monitor available grants through local council, state government, and arts funding bodies.
- Prioritise grants that align with community engagement, youth development, and cultural heritage.
- Assign a committee member or subcommittee to track deadlines and coordinate applications.
- Maintain a library of past applications and outcomes in the Governance folder for reference.

3. Sponsorships

- Develop sponsorship packages (e.g., Bronze, Silver, Gold) with clear benefits such as program advertising, website mentions, and public thanks.
- Target local businesses and community organisations (e.g., Bendigo Bank Community Enterprise Foundation).
- Build ongoing relationships by recognising sponsors at performances and in AGM reports.

4. Community Engagement

- Frame sponsorship and grant applications around FAMDA's role as a community theatre company.
- Demonstrate impact through audience numbers, youth involvement, and volunteer contributions.
- Share success stories with sponsors and funding bodies to strengthen future applications.

5. Record-Keeping

- Store all grant applications, sponsorship agreements, and acquittal reports in the Governance folder.
- Maintain a contact list of sponsors and funding bodies with notes on previous support.
- Ensure financial reports align with grant and sponsorship commitments.

6. Evaluation & Improvement

- Review successes and rejections annually to refine applications.
- Seek feedback from sponsors and funding bodies where possible.
- Update sponsorship packages every two years to remain attractive and competitive.

This strategy ensures FAMDA takes a structured approach to securing external funding. It should be reviewed annually and updated as new opportunities and community needs arise.