

# SUPPORTER GUIDELINES

**A Vivid Sydney Supporter is an organisation or entity that provides assistance (cash and/or value-in-kind support) to an official Vivid Sydney event (Music and Ideas) or Light Artists to assist in and support an Expression of Interest and/or realisation of their event (if successful).**

**Categories covered by this Policy include:**

1. Vivid Sydney Supporter
2. Our Connected City Contributor
3. Vivid Sydney Light Walk Contributor
4. Light Artist

Destination NSW has provided guidelines on Partner restrictions and these must be taken into consideration before submitting your Expression of Interest.

**Your engagement as a third party Supporter**

A Vivid Sydney Partner or Collaborator may engage a third party Supporter to support their application/event as required. However, to receive rights and benefits as per the Sponsorship Prospectus, the Supporter must be issued with an Addendum in their Partner or Collaborator Agreement from Vivid Sydney that specifies the rights and benefits. This Agreement must be reviewed and approved by Destination NSW prior to entering into a formal agreement. Destination NSW has provided guidelines on Supporter restrictions and these must be taken into consideration before engaging or activating any such arrangement.

Potential Vivid Ideas Supporters can also be submitted for review and approval by Destination NSW after the approval of an original submission. Destination NSW reserves the right to review all proposed Vivid Sydney Supporters and approve them, or otherwise, at its sole discretion and approved by Destination NSW prior to entering into a formal agreement. Destination NSW reserves the right to review all proposed Vivid Sydney Supporters and approve them, or otherwise, at its sole discretion.

**Supporter Inclusions and Restrictions**

**The Vivid Ideas Supporter category does not permit the Supporter to:**

1. Be awarded naming rights of either the Vivid Sydney event or any Vivid Sydney activation or event
2. Undertake general marketing and promotion of their involvement as part of the whole of Vivid Sydney, except directly in relation to the approved event and subject to the prior review and written approval of Destination NSW
3. Assume or assign rights or benefits to sponsorship to any third party without prior review and written approval of Destination NSW4. Undertake any unapproved messaging, including social media or PR activities, or issue any media releases relating to Vivid Sydney, except in direct reference to the approved event and subject to the prior review and written approval of Destination NSW5. Distribute or sell any kind of products, samples, marketing material or other merchandise without prior pre-approval from Destination NSW

**Vivid Sydney Supporter acknowledgement**

When receiving any rights and benefits (as per outlined in the Vivid Sydney Prospectus relevant to the Supporter category), a Supporter will be acknowledged in the following way <insert: Event name> Proudly supported by >insert: Supporter name<”, showing a clear distinction between being a sponsor of a specific event or artist, and not a Partner of Vivid Sydney. The Supporters logo is not to appear alongside the Vivid Sydney logo or Destination NSW logo. There is must be a clear distinction between being a Supporter of the Artist/Event and not Vivid Sydney.

**Restricted Categories**

**If the proposed Supporter is associated (either directly or closely linked) with the following restricted categories, sponsorship will not be approved by Destination NSW:**

- Adult/sexual products and services
- Gaming and gambling activities
- Tobacco
- Weapons and violence-related products
- Immigration
- Political activities

**Quarantine Categories**

**If the proposed Supporter is associated directly with the following quarantined categories, further conditions and review may apply:**

- Food and Alcohol products
- Credit Cards
- Destination marketing organisations, including State & Regional Tourism organisations and third-party tourism websites
- Cause related marketing organisation