

Event Sponsorship

GUIDELINES • 2024 - 2025



**CITY OF
PERTH**
City of Light



Contents

The City's Aspiration	2
Introduction	3
Program Outcomes	3
Eligibility Criteria	4
Event Requirements	5
Example of Projects Supported	7
Example of Projects Not Supported	7
Assessment Criteria	7
General Information	8
Key Dates	8
Maximum Contribution	8
Event Approvals Requirements	8
In-kind Support	8
How to Apply	8
Assessment Process	9
Decisions and Notifications	9
Funding Agreements	9
Funding Term	9
Acquittal Process	9
Lobbying of Elected Members and Administrative Staff	9
Frequently Asked Questions	10
Contact Us	10

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Cover image: Alinta Energy Christmas Pageant 2023

Acknowledgement of Traditional Custodians

The City of Perth acknowledges the traditional custodians of the land that we are situated on, the Whadjuk people of the Nyoongar nation and Aboriginal people from other lands.

We celebrate the continuing traditions, living culture, and the spiritual connection to Boorloo and the Derbarl Yerrigan.

We offer our respects to Elders past and present.

The City's Aspiration

The City is committed to supporting initiatives and projects that contribute to our aspiration for Perth – Liveable, Sustainable and Prosperous. Through sponsorship the City supports events that make the city a great place to live, work and visit. We aim to facilitate stakeholders to build a sense of vibrancy, celebrate and develop diverse cultural experiences as well as support economic growth, to enable Perth to continue to compete on the world stage as one of the great liveable cities.



Liveable



Sustainable



Prosperous

Alinta Energy Christmas Pageant 2023



Introduction

Events create opportunities throughout the year for community interaction and enjoyment, resulting in Perth being a vibrant and iconic destination; a place of possibility where great things happen.

Through the Event Sponsorship program, the City will provide up to \$150,000 in funding to facilitate events that activate the city with vibrant activity that attracts people into Perth. The program supports events that have widespread appeal, champion sustainability, drive visitation into the city and support local business to stimulate economic growth.

This year, the City will prioritise applications that complement and build upon the City's **2025 Event Strategy**. The City of Perth has a vision for a portfolio of major events which provide enriching experiences for all throughout the year.

Program Outcomes

To guide and inform the City's direction and approach for the Event Sponsorship program, five key outcomes have been identified as the priority. The City aims to support events that can achieve the below outcomes which are aligned to the City's strategic pillars; Liveable, Sustainable and Prosperous.



Liveable

VISITATION

Attract visitors to the city and encourage people to increase dwell time in city neighbourhoods. Contribute to a unique tourism offering and enhance Perth's reputation on a local, state and international level.

VIBRANCY

Enliven the city with vibrant activity and connect people in the community through unique and engaging experiences, with a particular focus on weekend daytime activity, and all week night-time activity.

ENGAGING A DIVERSE COMMUNITY

Celebrate and embrace Perth's diverse community and provide opportunities for fair and equal access to create meaningful inclusion that fosters a sense of belonging. Supports the City's Events Plan in delivering a year round calendar of events that has broad appeal ensuring there is something for everyone.



Sustainable

SUSTAINABILITY

Support the City's vision of being a sustainable city by advocating sustainable event design that champions environmental sustainability and considers social and economic sustainability actions.



Prosperous

ECONOMIC GROWTH

Stimulate the local economy and provide opportunities for local business engagement in the hospitality and retail sectors. Champion the use of local businesses and suppliers.

Eligibility Criteria

All applications for Local Activation Grants must meet the following eligibility criteria. To be eligible to receive grant funding from the City, the applicant **must**:

1

be a legally constituted entity or individual with an Australian Business Number (ABN);

2

have appropriate insurances and licences where required, as outlined under the City's Activity Approvals or other relevant policies and procedures;

3

have submitted the application prior to the project commencement date with sufficient time to enable consideration by the City;

4

offer a project or initiative within the City's local government area; and

5

demonstrate financial viability without the City's funding (an individual event or project may not be viable without the City's support, however the organisation must be).

The City will not consider applications from:

- Commonwealth or State Government Departments;
- a political party;
- an applicant that the City considers to support, promote or facilitate violence, intolerance or discrimination;
- an employee or elected member of the City, or their immediate family, however this does not include an application from an organisation that an employee, elected member or their immediate family member may be part of;
- an applicant that has outstanding debts to the City;
- an applicant who is in legal conflict with the City;
- an applicant that has failed to provide satisfactory acquittal reporting for any previous City funding;
- an applicant that has already received City funding (including in-kind) for the same project within the same financial year;
- an applicant that has already applied for City funding (including in-kind) for the same project within the same financial year and been refused; or
- an applicant that conducts, or has conducted, themselves in a way that the City considers to be injurious or prejudicial to the character or interests of the City.

The City will not consider applications for the following projects or project expenses:

- projects where the City consider the primary purpose to be political;
- projects that the City consider denigrate or exclude parts of the community or have an adverse effect on public health, safety, the environment or heritage;
- projects that request reimbursement of funds already spent;
- projects that are for debt reduction or operational deficits; and
- project legal expenses.

The City will **not** support recurrent operational funding, including, but not limited to wages, salaries, or administrative overheads. Additional details on eligibility and requirements are set out in **Council Policy 4.3 Outgoing Sponsorship and Grants**.

The applicant must review the Policy prior to submitting an application for sponsorship funding and, to the extent of any inconsistency, the Policy takes precedence over this document.

Event Requirements

Applicants should consider the requirements below when deciding what level of funding to apply for. These factors will be considered in the assessment of applications along with the demonstrated ability of the event to achieve the five program outcomes.

Tier 1 Funding request \$20,000 – \$40,000	Tier 2 Funding request \$40,001 – \$70,000	Tier 3 Funding request over \$70,001 – \$150,000
Attendance <ul style="list-style-type: none"> Minimum 10,000 Local attendees 	Attendance <ul style="list-style-type: none"> Minimum 20,000 Local attendees, and interstate visitors who are accommodated in the city desired 	Attendance <ul style="list-style-type: none"> Minimum 35,000 Local attendees, and interstate and international visitors who are accommodated in the city strongly desired
Event Profile <ul style="list-style-type: none"> Duration 1 day Local exposure through marketing promotion Ability to position Perth as the 'Events heart of WA' 	Event Profile <ul style="list-style-type: none"> Duration >1 day National exposure in addition to notable local exposure through marketing promotion Positions Perth on the national stage 	Event Profile <ul style="list-style-type: none"> Duration >2 days National and/or international exposure in addition to significant local exposure through extensive marketing promotion Positions Perth on a national and/or international stage
Environmental Sustainability Minimum 5 sustainability considerations for reducing event's environmental impact including: <ul style="list-style-type: none"> Waste reduction/avoidance strategies i.e. water bottle refill stations Waste reuse strategies i.e. donate leftover edible food to Food rescue or Oz Harvest Waste recycling strategies i.e. use of Containers for Change program Use alternative energy sources/ equipment e.g. solar panels or biodiesel generators for outdoor events. Implement carbon neutral initiatives eg. Build carbon offsets into the registration/ticket cost or conduct a carbon audit. 	Environmental Sustainability Minimum 7 sustainability considerations for reducing event's environmental impact including: <ul style="list-style-type: none"> Waste reduction/avoidance strategies i.e. water bottle refill stations Waste reuse strategies i.e. donate leftover edible food to Food rescue or Oz Harvest Waste recycling strategies i.e. use of Containers for Change program Use alternative energy sources/ equipment e.g. solar panels or biodiesel generators for outdoor events. Implement carbon neutral initiatives eg. Build carbon offsets into the registration/ticket cost or conduct a carbon audit. 	Environmental Sustainability Minimum 10 sustainability considerations for reducing event's environmental impact including: <ul style="list-style-type: none"> Waste reduction/avoidance strategies i.e. water bottle refill stations Waste reuse strategies i.e. donate leftover edible food to Food rescue or Oz Harvest Waste recycling strategies i.e. use of Containers for Change program Use alternative energy sources/ equipment e.g. solar panels or biodiesel generators for outdoor events. Implement carbon neutral initiatives eg. Build carbon offsets into the registration/ticket cost or conduct a carbon audit. Considerations fully integrated into project plan.

<p>Local Business Engagement</p> <p>Multiple local businesses are engaged. Local business engagement considerations include:</p> <ul style="list-style-type: none"> • Event location considers proximity to city traders • Partnerships established with local businesses to encourage attendee spend in the city • Event timings align with city traders' operations • City based suppliers 	<p>Local Business Engagement</p> <p>Multiple local businesses are engaged. Engagement integrated into event plan. Local business engagement considerations include:</p> <ul style="list-style-type: none"> • Event location considers proximity to city traders • Partnerships established with local businesses to encourage attendee spend in the city • Event timings align with city traders' operations • City based suppliers 	<p>Local Business Engagement</p> <p>Multiple local businesses are engaged. Engagement integrated into event plan. Local business engagement considerations include:</p> <ul style="list-style-type: none"> • Event location considers proximity to city traders • Partnerships established with local businesses to encourage attendee spend in the city • Event timings align with city traders' operations • City based suppliers
<p>Outcome Measurement</p> <p>Measured via survey at a minimum, to businesses and attendees. Formal research via external organisation preferable. Economic impact reported in acquittal</p>	<p>Outcome Measurement</p> <p>Measured via survey at a minimum, to businesses and attendees. Formal research via external organisation preferable. Economic impact reported in acquittal</p>	<p>Outcome Measurement</p> <p>Formal research via external organisation required. Economic impact reported in acquittal and impact report from external organisation</p>

HBF Run for a Reason



Examples of Projects Supported

Below is a list of examples of projects supported under this program. This list is not exhaustive and you are required to discuss your project with a Sponsorship Officer prior to submitting an application.

- Cultural events;
- Sporting and mass participation events;
- Carnivals;
- Live music festivals/events;
- Markets;
- Food and beverage events.

Examples of Projects Not Supported

Below is a list of examples of projects not supported under this program. This list is not exhaustive and you are required to discuss your project with a Sponsorship Officer prior to submitting an application.

- Murals;
- Virtual events;
- Business events, business exhibitions, conferences and conventions;
- Awards ceremonies;
- Networking events;
- Artistic development programs;
- Minor or major capital works projects;
- Private/invite only events (events or projects must be accessible to the public).

Assessment Criteria

Eligible applicants for Event Sponsorship will be assessed against the extent to which the applicant can address **all** the following criteria. Assessment criteria is weighted and outlined below.

Visitation Impact 25%

- Demonstrate how your event will attract visitation to the city and encourage visitors to increase dwell time in city neighbourhoods. Detail how the visitation will be measured.

Event Impact 50%

- Demonstrate how the event will contribute to a unique tourism offering for local, national and/or international audience and enhance the City's reputation as a city that is nationally/internationally recognisable and unique
- Demonstrate how your event activates the city with vibrant activity, prioritising public spaces, underutilised spaces or vacant retail spaces, and prioritising night-time and/or weekend day-time activity.
- Demonstrate how your event embraces and celebrates Perth's diverse community and provides fair and equal access to ensure everyone can participate equally.
- Demonstrate how your event supports the City's Events Plan in delivering a year-round calendar of events that has broad appeal which ensures there's something for everyone.
- Describe how the event integrates environmentally sustainable practices that result in sustainable event design and details how these actions will reduce the events environmental impact.
- Demonstrate how the event will stimulate the local economy and provide opportunities for engagement with local businesses in the hospitality and retail sector, and champion the use of local businesses and suppliers.

Event Delivery 20%

Applicants will also be assessed on the following through the information provided in the application:

- Does the applicant have a demonstrated capacity to manage all aspects of the event?
- Is the event plan and budget realistic and value for money?

Sponsorship Benefits 5%

Applicants will be assessed against the value of commercial benefits offered as part of the sponsorship. The City is seeking sponsorship benefits that increase awareness of the City of Perth brand, those that provide a high level of visibility will be assessed favourably.

Priority Benefits Include:

- Significant event signage (mandatory)
- Logo recognition across event assets (mandatory)
- Naming rights
- Advertising (Digital, Press and Radio)
- Foreword in an event program
- Event launch opportunities (joint media release and speaking opportunities)
- Social media

Applicants are expected to offer a level of benefits commensurate to the amount of funding requested.

Applicants must discuss sponsorship benefits with a Sponsorship Officer prior to submitting the application.

General Information

Key Dates

The City will provide one opportunity to apply for Event Sponsorship in 2024/25. Applicants must provide a public outcome within the specified time-frame.

ROUND 1 (for activities between 1 September 2024 to 31 August 2025)	
Applications open	5 March 2024
Application deadline	3 April 2024 (4pm AWST)
Notification of decision	26 June 2024

Maximum Contribution

The maximum contribution of sponsorship, including in-kind support, provided by the City is \$150,000 and up to 30% of the total event budget.

Event Approvals Requirements

Organisers of events or projects held on public land within the City of Perth municipality are required to have a confirmed booking and application submitted through the City's Activity Approvals team prior to submitting a grant application. To discuss availability, hire fees and permit requirements, please contact **Activity Approvals**.

In-kind Support

Funding requests may include cash or in-kind support or a combination thereof. In-kind support is for the use of the City's facilities and services. In-kind support will be considered within the totality of funds provided and will be awarded at the discretion of the City.

How to Apply

Applications for Event Sponsorship must be submitted through the City's approved online management portal, **SmartyGrants**.

You are required to discuss your application with a City Sponsorship Officer prior to commencing an application to ensure you are applying in the most suitable program.

School's Out Winter Fest



Single Use Plastic Bans

On 13 June 2021, the Government of Western Australia announced Western Australia's Plan for Plastics that provides a roadmap towards a state that is free of single use plastics.

All applicants seeking sponsorship must ensure their practices are in line with State Government directions and associated bans. Information on the bans can be found here **WA Plan for Plastics, single-use plastic bans 2022-25**.

Assessment Process

Applications are assessed by a minimum three-person assessment panel, which may recommend full, part or no funding to the decision-making authority (City of Perth Council). The recommendation is carefully considered with the view of maintaining the integrity of the proposal.

The applications will be assessed in a competitive environment (funding round) against other applications received in this program.

The City regularly receives more applications than the available budget can accommodate. Therefore, successful applications are those that best satisfy the assessment criteria.

The City reserves the right to request further information in considering any application, as well as the right to reject any application that does not meet the eligibility criteria.

Decisions and Notifications

Applications may be accepted or rejected or part-funding approved, and the decision is final and not subject to any further appeal within the City. Applications will be considered by Council.

Allow up to 3 months from the program closing date (based on complexity and quantity of applications) to be notified of a decision under this sponsorship program.

Funding Agreements

Successful applicants for Event Sponsorship must enter into a written funding agreement with the City before any funding is provided to the successful applicant. The City will not be under any obligations in relation to a successful applicant until the parties execute an agreement.

A funding agreement template can be viewed on the **Grants and Sponsorship** page.

Funding Term

Event sponsorship will have a one-year term unless approved by Council where they can have a maximum three-year term, at the discretion of the City and dependent on the quality of the application, satisfaction of assessment criteria and the strategic outcomes likely to be achieved.

Acquittal Process

Subject to the terms of the Agreement, successful applicants will be required to submit an acquittal report through SmartyGrants within three months of project completion. All grants must be acquitted prior to payment being made to subsequent approved funding applications.

Acquittal reports will be considered as part of future funding applications.

Strange Festival 2023 – Credit: SoCo Studios

Lobbying of Elected Members and Administrative Staff

Applicants or anyone representing the interests of applicants must not lobby or seek to influence the decision-making of Elected Members and administrative staff. If, during the period between submitting a funding application and a determination by Council, an applicant or any member of the public seeks to lobby any Elected Member or administrative staff, or attempts to provide additional information, either directly or indirectly, on any matter relating to the funding application, the person/organisation will be disqualified and the sponsorship excluded from being considered for approval.



Frequently Asked Questions

1

Can I assume my project will be funded if it has been funded in previous years?

The City is committed to ensuring the assessment process is fair and equitable. Recurring annual funding is not guaranteed. The City recommends you also seek additional funding from other sources to strengthen your application.

2

How many times can I apply?

Applicants may apply for sponsorship for several projects however each project may only receive sponsorship once in each financial year.

3

I want to use a City owned venue. Is this included in my sponsorship?

Organisers are reminded that use of the City's banners, streets, malls, buildings, laneways and reserves is subject to separate application and approval. Visit **City of Perth Hire and Bookings** for more information. Organisers are responsible for securing all appropriate permits and bookings. Fees and charges for these services may be provided in-kind by the City, subject to the outcome of a sponsorship application (see FAQ #4).

4

I'd like to apply for in-kind support. Is this possible?

Applicants can request in-kind support for City's fees and charges associated with their project. This is to be included in the overall sponsorship requested amount for consideration by and at the discretion of the City. Please contact a Sponsorship Officer to discuss available in-kind support.

5

Are the details of my application confidential?

No. The City must comply with the **Local Government Act 1995 (WA)**, **State Records Act 2000 (WA)** and other relevant legislation and regulations. An assessment of your application will form part of the decision recommendation report which may be subject to Freedom of Information (FOI) requests. Successful applicants may be listed on the City's website. Please make it known to the Sponsorship Officer if information provided in your application is commercially sensitive.

6

How will I know if my application is successful?

For Event Sponsorships a Sponsorship Officer will contact you to advise you of the outcome of your application within 3 months.

7

How long does it take to receive funding after my project is approved?

The payment policy for the City is 30 days from the end of the month in which the invoice is received. Payment of funding will be made subject to the terms of the agreement.

This document is available in other formats or languages on request.

Contact Us

Sponsorship Team

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