

**Eat Drink Perth
Event Sponsorship
Assessment Schedule**

EVENTS

Event Sponsorship Evaluation Form

Applicant:	The Big N
Event:	Northbridge Food and Wine – Then and Now: A Panel Discussion and Tasting
Date and Time:	26 March 2015, 7.00pm to 10.00pm
Location:	Northbridge Piazza
Total Cost of Event:	\$12,400
Sponsorship Requested:	\$9,000
Sponsorship Recommended:	\$9,000

Background on Applicant:

The Business Improvement Group of Northbridge (Big N) advocates for and promotes Northbridge as a safe and vibrant destination for locals and visitors. The Big N aims to:

- promote Northbridge to the broader community;
- advocate for business and the local community;
- make Northbridge a safe place to do business;
- work with the City of Perth to improve the local amenity; and
- encourage the profitability of its members.

Summary of Event:

The Big N has applied for Eat Drink Perth sponsorship for Northbridge Food and Wine – Then and Now: A Panel Discussion and Tasting. The event is to be held in a marquee in Northbridge Piazza on Thursday 26 March from 7.00pm to 10.00pm, and is ticketed at \$10 per head.

The event is a panel discussion around the history of Northbridge as a food and wine destination, from the European influence of the 1940's and 50's to the Asian influence of the 1970's and the new wave of small bars in recent years. The discussion will include the following panellists:-

- Clint Nolan (La Cholita, Pleased to Meet You);
- Andrew McIntyre (Lot20, 399)
- Michael Keiller (Northbridge Brewing Company);
- Fiona DiLanzo (Sorrento Restaurant).

Rob Broadfield (Food Writer, the West Australian) will MC the event and encourage panellists to discuss their inspiration and what they believe works for Northbridge and what makes it unique. They will discuss how the people and nature of Northbridge has changed over the years and why it is so vibrant today. Audience participation will be invited.

Food samples will be provided by each of the panellists and the Northbridge Brewing Company will supply wine. The Big N will also use the event to promote offers at other Northbridge venues for post-event drinks and dining.

The Big N hope that the event will assist in dispelling the negative image often associated with Northbridge, and will operate as a public relations exercise for Northbridge. The maximum capacity for the marquee is 220 people. Organisers are in discussions with the screen curator at the Northbridge Piazza to simultaneously screen the panel discussion on the Piazza Screen to extend the reach of the event. The discussion could then be re-broadcast at several later dates, further increasing the audience. Organisers are also investigating the possibility of screening the event on the large screen at the Perth Cultural Centre.

Funding

The total cost of the event is \$12,400. Organisers have requested cash sponsorship of \$9,000 (73% of the total cost of the event). Hospitality participants on the panel will be providing food and beverages for the event at a discounted rate. Organisers advise that should they be unsuccessful in securing sponsorship from the City, the event would be funded from the Big N funds. Organisers advise that they would be unable to hire a marquee, and would increase the cover charge for the event.

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City’s marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

Whilst the event attendance is not significant, the Big N are planning to extend the reach of the event by screening it on the Piazza and Cultural centre Screens. The event will attract attendees to Northbridge on a Thursday night and is likely to increase economic benefit in surrounding

businesses. The event will assist with positive image positioning for Northbridge.

2. Encourages use of public spaces.

The event is to be held at the Northbridge Piazza.

3. Preference will be given to events which provide free attendance.

Organisers plan to charge a small fee of \$10 for attendance at the event. This cost will cover food and beverages. The event will be free to view on the Piazza and Cultural Centre screens.

4. Preference will be given to events which will be held exclusively in the city.

The event will be held exclusively in Northbridge.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the requested sponsorship of \$9,000:-

- the City of Perth to be acknowledged as a major sponsor of the event;
- an opportunity for the City to provide extensive signage at the event;
- the City of Perth crest and Eat Drink Perth logo to be included on all marketing material including flyers distributed through Northbridge and the City;
- invitations for Elected Members to attend the event as VIP's;
- the Lord Mayor, or representative, to be invited to welcome attendees to the event.

Comments:

Northbridge Food and Wine – Then and Now: A Panel Discussion and Tasting will activate Northbridge on a Thursday night. The Big N has plans to extend the reach of the event by screening the event on the Piazza and Cultural Centre screens. Organiser will promote food and drink offers at surrounding businesses to event attendees. The event will provide some economic benefit for Northbridge.

The influence and status of those involved in presenting this event provide a potential platform for significant positive promotion of the Northbridge precinct. While the capacity for attendance at the activity is quite low, the post-event coverage and positive word-of-mouth (including social media) it could generate has the ability to impact on the greater community and depiction of Northbridge as a safe and vibrant destination.

Should the Big N be unsuccessful in receiving sponsorship for the event, it would impact the organisations ability to deliver a low cost event. Cash sponsorship of \$9,000 is recommended.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	DYO Events
Event:	Pops Boxx
Date and Time:	21 – 22 March 2015, 12.00pm to 5.00pm and 6.00pm to 12.00am
Location:	TBC
Total Cost of Event:	\$52,983.05
Sponsorship Requested:	\$10,000
Sponsorship Recommended:	Decline

Background on Applicant:

DYO Events is an event company run by Katie and Erica Mathieson. The organisation focuses on activating spaces, giving back to the community and providing new offerings for the events industry. Together the two organisers have experience assisting and delivering a range of events over the past six years including:-

- Subiaco Farmers Market;
- Food Meets Fashion (Eat Drink Perth);
- Winter Supper Club (Winter Arts Season);
- Twilight Hawkers Market;
- Mandurah Boardwalk farmers Market;
- Design Institute of Australia 2013 and 2014 Awards Night; and
- a suite of corporate and private events.

DYO Events has been operating since August 2013.

Summary of Event:

Pops Boxx will be held on Saturday 21 and Sunday 22 March 2015, in two sessions daily – 12.00 noon to 5.00pm and 6.00pm to 12.00 midnight.

Pops Boxx is a pop-up gourmet picnic. Organisers are investigating the use of the privately owned space on the corner of Roe Street and Lake Street, as well as the State Theatre Centre Courtyard as potential locations. The event is ticketed at a cost of \$50 per head, which covers entry to the event, a free drink and a Pops Boxx picnic box for one from Uncle Joe's Mess Hall.

Organisers will work with Uncle Joes Mess Hall and Bar Pop to deliver the event. Uncle Joe’s Mess Hall is a food venue and barbershop and will be responsible for menu co-ordination and design, food preparation and food safety management for the event. Barpop has been operating since November 2013 and deliver Pop Up Bars in various public and private events, including the Urban Orchard in the Perth Cultural Centre. Barpop will be responsible for the beverage menu, site plan, bar management, liquor licensing and front of house.

DYO Events will manage the on-site management, ticketing, marketing, concept layout and design development and delivery.

Organisers will provide rugs and cushions and the event will include live music from local musicians and short films shown on a big screen.

Each session has a capacity of 200, giving a total maximum attendance of 800 over the two days.

Funding

The total cost of the event is \$52,983.05. DYO Events has requested cash sponsorship of \$10,000 (19% of the total cost of the event). Organisers advise that the event would be unable to continue without cash sponsorship from the City. Organisers have confirmed in-kind sponsorship from marquee and security companies and will look to partner with an organisation to provide beverages for the event.

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	No

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City’s marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will create vibrancy in Northbridge. The event will increase visitation to the City over two days, and may provide some economic benefit for businesses in the area.

2. Encourages use of public spaces.

Organisers are investigating two potential locations, both of which are privately owned spaces.

3. Preference will be given to events which provide free attendance.

The event is ticketed at a cost of \$50 per head.

4. Preference will be given to events which will be held exclusively in the city.

The event will be held exclusively in the City of Perth.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the requested cash sponsorship of \$10,000:-

- the City to be acknowledged as a key sponsor of the event in all marketing and media promotion;
- the City of Perth crest and Eat Drink Perth logos to appear on all marketing and promotional material, both in print and social media;
- an opportunity for the City of Perth and Eat Drink Perth logos to appear on all picnic boxes;
- an opportunity for the City to display signage at the event;
- VIP invitations for Elected Members to attend the event;
- An additional 25 tickets for City of Perth representatives to attend one session.

Comments:

The event is a pop up picnic concept which will attract people to the City over two days. The event is not free to attend and is not planned to be held in a public space. It is recommended that cash sponsorship is declined for this event.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	The Trustee Bar and Bistro
Event:	Bar Wars
Date and Time:	18 April 2015, 2.00pm – 10.00pm
Location:	Chung Wah Lane
Total Cost of Event:	\$20,500
Sponsorship Requested:	\$10,000
Sponsorship Recommended:	\$5,000

Background on Applicant:

The Trustee Bar and Bistro has been operating in Brookfield Place for three years. The venue is owned and operated by the brother and sister team of Scott and Angie Taylor, who are also responsible for the Beaufort Street Merchant and Enrique's School For To Bullfighting in Highgate, as well as Obsesso Espresso in Brookfield Place. In June 2014, the venue owners converted the existing wine vault above the Trustee into a rum bar called The Angels Cut.

The bars form part of the growing trend of small bars in the city and a such form a key part of our night time economy.

Summary of Event:

Organisers have requested cash sponsorship for "Bar Wars", to be held on Saturday 18 April 2015, from 2.00pm to 10.00pm. The event is a competition where two bars compete for the inaugural Bar Wars trophy.

Organisers propose that the Angels Cut (rum bar) will compete against Enrique's School For To Bullfighting (gin bar). The venues will each provide two drink offers for sale and the public will vote for their favourite drink through a token voting system with tokens placed in one of two giant martini glasses. The venue with the most tokens by 9.00pm will receive the Bar Wars Trophy. The event will also include food offerings available for purchase, designed to match the drinks.

Each bar will offer:-

- water and soft drink;
- one full strength and one mid strength beer;

- one red, one white and one sparkling wine;
- three signature cocktails from each bar;
- simple food offerings.

Venues also have the chance to earn points via different competitions which will be run throughout the evening:-

- a dunk tank with a 'celebrity; representing each bar
- a strong man competition with a side show mallet
- a cocktail competition – each venue to recruit two barmen from other venues who will do battle on their behalf, judged by a panel of industry leaders.

Further proposed event entertainment includes:-

- DJ's and live music;
- a cocktail masterclass with James Connolly, bar guru;
- the five best rum cocktails ever.

Organisers anticipate that attendance at the event will be 200.

Organisers are working with the City of Perth to facilitate approvals for the use of the space and to maximise the reach and economic impact of the event. The event will also form part of the Northbridge Piazza's Innovation Month to be held over April.

The event organiser is fully aware of the responsible service of alcohol and as such will ensure that consumption of alcohol is monitored. Security will be onsite throughout the event to monitor numbers and patrons generally.

Funding

The total cost of the event is \$20,500. Organisers have requested cash sponsorship of \$10,000 (49% of the total cost of the event). Organisers advise that should they be unsuccessful in securing sponsorship, the event would be unable to continue.

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	No

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;

- to create a vibrant, energetic 24 hour city.

The event will provide exposure for the participating venues and may provide some small increase in visitation to the city. The event will create vibrancy in the city.

2. Encourages use of public spaces.

The event is to be held in Chung Wah Lane which is privately owned, however the event will be completely accessible to the public.

3. Preference will be given to events which provide free attendance.

The event will be free to the public to attend. Attendees can purchase food and beverages at the event.

4. Preference will be given to events which will be held exclusively in the city.

The event will be held exclusively in the City of Perth.

5. Benefits to be provided to the City:

The following benefits will be provided for the requested cash sponsorship of \$5,000:-

- an opportunity for the City to display City of Perth and Eat Drink Perth signage at the event;
- the City of Perth and Eat Drink Perth logos to appear on all print and online advertising;
- the Lord Mayor, or representative, to be invited to attend the event and to judge the cocktail competition.

6. Additional benefits to be provided:

Organisers advise that no additional benefits would be provided for the requested cash sponsorship of \$10,000.

Comments:

Bar Wars is to be held in Chung Wah Lane in Northbridge. The event is free to attend and is held in a publically accessible privately owned space. Organisers are working closely with the City of Perth to maximise the reach and economic impact of the event. The event will form part of the Northbridge Piazza's Innovation Month as well as the City's Eat Drink Perth program of events. Cash sponsorship of \$5,000 is recommended.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	Food Truck Rumble
Event:	Food Truck Rumble
Date and Time:	12 April 2015, 11am to 8.00pm
Location:	Perth Cultural Centre
Total Cost of Event:	\$50,000
Sponsorship Requested:	\$10,000
Sponsorship Recommended:	\$10,000

Background on Applicant:

Food Truck Rumble was formed to deliver the Food Truck Rumble, the first Food Truck Festival in Perth. The event brings together the best food trucks to the heart of the city for people to experience the food truck phenomenon.

Summary of Event:

The Food Truck Rumble is to be held on Sunday 12 April 2015, from 11.00am to 8.00pm in the Perth Cultural Centre. The event is a Food Truck Festival with a proposed 30 food trucks attending the event to sell food to the public, with food costs ranging from \$5.00 to \$15.00. The event will operate through lunch and dinner and will also feature a pop up bar, seating and shade, DJs, music, a mobile app and a street dance competition. The event will have the theme of street food and street dance, linking together two scenes which have emerged from the streets.

The inaugural Food Truck Rumble was held in the Perth Cultural Centre in 2014, as part of Eat Drink Perth. The event had 16 food trucks and an anticipated attendance of 5,000 and included a pop up bar, carnival amusements, swing dancing performances and a cupcake eating competition. The event attracted a total attendance of 10,000. Several food trucks ran out of food and had to restock due to the unexpected high numbers attending the event.

Funding

The total cost of the event is \$50,000. Organisers have requested cash sponsorship of \$10,000 (20% of the total cost of the event). Organisers advise that should they be unsuccessful in securing sponsorship for the event, it will still continue.

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. **Contributes towards the achievement of one or more of the City's marketing objectives:**

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will increase visitation to the city on a Sunday with an estimated 10,000 people attending the event over nine hours. The event will increase economic investment in the city with attendees likely to visit surrounding businesses before or after they attend the Food Truck Rumble.

2. **Encourages use of public spaces.**

The event will be held exclusively in the Perth Cultural Centre

3. **Preference will be given to events which provide free attendance.**

The event is free to the public to attend. Food and beverages will be available for purchase and there will be free entertainment.

4. **Preference will be given to events which will be held exclusively in the city.**

The event will be held exclusively in the city.

5. **Benefits to be provided to the City:**

Organisers will provide the following benefits for cash sponsorship of \$10,000:-

- the event to be acknowledged as part of Eat Drink Perth in all promotional material;
- the City of Perth crest to appear on all promotional material including banners, posters, flyers and the program booklet;
- the support of the City of Perth to be acknowledged on the event social media accounts;
- the event organiser to promote other Eat Drink Perth events through its social media channels;

- an opportunity for the City to display signage at the event;
 - an opportunity for the City to utilise one full page of the official event program for promotion of other Eat Drink Perth events;
 - the Lord Mayor to be invited to provide a foreword for the official event program.
-

Comments:

The Food Truck Rumble was held in 2014 and attracted an attendance of 10,000. Organisers plan to hold the event again in 2015 with almost double the number of trucks. The event will activate the Cultural Centre on a Sunday during trading hours, will add vibrancy to the city and will increase economic benefit in the city with attendees likely to visit surrounding businesses and attractions before or after attending the event. Cash sponsorship of \$10,000 is recommended for the event.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	Perth Symphony Orchestra
Event:	Perth Chamber Orchestra presents Lights Out: Earth Hour by Candlelight
Date and Time:	28 March 2015, 6.30pm to 9.30pm
Location:	St Georges Cathedral
Total Cost of Event:	\$46,330
Sponsorship Requested:	\$7,000
Sponsorship Recommended:	Decline

Background on Applicant:

Perth Chamber Orchestra is the sister of the new Perth Symphony Orchestra. The organisation aims to bring unique concert experiences to Perth and WA.

Summary of Event:

Perth Chamber Orchestra presents 'Lights Out': Earth Hour by Candlelight is to be held in St Georges Cathedral on Saturday 28 March 2015, from 6.30pm to 9.30pm. The event is a candlelight food, wine and music event in conjunction with Earth Hour.

The event will be ticketed as follows:-

- \$25 for under 18 years;
- \$65 concession;
- \$79 full price.

Attendees will arrive at 7.00pm and view a gallery of images of Perth on the theme of natural light, as they sample raw food created for the event by Perth based caterer Comestibles. The food will be created without using power, and sourced from local suppliers. Wines will be supplied by Karafilis – a WA organic wine producer. At 8pm guests will be invited out to the lawn of the cathedral to watch the lights go out along St Georges Terrace. Attendees will then return inside for a candlelit concert recalling the flavours and scents of the food they have consumed.

Organisers have not previously delivered an Earth Hour concert before, however they have run several candlelit concerts with matching menus and wine and theatricals. These concerts have sold out in advance, and received wide media coverage and positive reviews.

Organisers anticipate an attendance of approximately 400 at the event.

Funding

The total cost of the event is \$47,000. Perth Chamber Orchestra has requested cash sponsorship of \$7,000 (15% of the total cost of the event). Organisers are also seeking sponsorship from private organisations. Should the event be unsuccessful in receiving sponsorship from the City, organisers advise that the event would continue in a scaled down format.

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	No

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will create vibrancy in the city but will only provide a small increase in visitation to the city. The event is not likely to increase economic investment in the city as it is held on a Saturday evening after retail trading hours, and attendees are unlikely to visit surrounding businesses before or after the event.

2. Encourages use of public spaces.

The event is not held in a public space; a small portion of the event is planned to take place on the front lawn of the Cathedral.

3. Preference will be given to events which provide free attendance.

The event will be ticketed with prices ranging between \$25 and 79. Tickets costs will assist in covering the running costs of the event and the provision of food and beverages.

4. Preference will be given to events which will be held exclusively in the city.

The event will be held exclusively in the city.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the requested sponsorship of \$7,000:-

- the City of Perth to be recognised as an event partner;
- the City of Perth crest to appear on all promotional material for the event, including newspaper advertising, social media and the official event program ;
- an opportunity for the City to display signage at the event;
- the Lord Mayor and Deputy Lord Mayor and their guests to be invited to attend the event as VIPs;
- the Lord Mayor, or representative, to be invited to give the official welcome at the event;
- an opportunity for the City to leverage the event for cross promotion of Eat Drink Perth and related events.

Comments:

Perth Chamber Orchestra presents Lights Out: Earth Hour by Candlelight is not held in a public space, which is one of the key criteria for City of Perth Event Sponsorship. The event is also ticketed with most prices quite high, and therefore does not meet the City's preference for events to be free to the public to attend. The event is an arts based event with the addition of a food and beverage component. The intention of Eat Drink Perth sponsorships is to encourage events which have food and beverage as the primary component. Organisers advise that the event is likely to go ahead without City funding. It is recommended that sponsorship is declined for this event.
