



**CITY OF
PERTH**
City of Light

Major Events and Festivals

SPONSORSHIP GUIDELINES • 2023-2024



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Cover image: Lightscape

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 the provision of grants and sponsorships the City supports others to make the city a great place for people to live, work and visit. We aim to facilitate stakeholders to build a sense of vibrancy, celebrate and develop our 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

Australia Day



Introduction

The City of Perth – City of Light is open for business and if you’ve got a major event looking for a new home, we want to hear from you!

Through the Major Events and Festivals sponsorship program, the City seeks to attract major cultural events, sporting events and festivals which enhance Perth’s reputation as an event friendly destination with a unique cultural identity. Sponsorship is available for organisations delivering large-scale events of national and international significance that support the City’s 2025 Event Strategy. A major event or festival will generate significant return on investment, economic impact and visitation outcomes, benchmarked against initiatives that have been previously supported under the program. Events will also provide significant sponsorship benefits in recognition of the City’s support.

This year, the City will be favouring applications that complement and build upon the City’s Events Plan 2023/2024. The City of Perth has a vision for a portfolio of major events which provide great opportunities throughout the year for community interaction and enjoyment, resulting in Perth being a vibrant, iconic destination; a place of possibility where great things happen (2025 Events Strategy).



Fringe Festival – Mermaids

Program Outcome

LIVEABLE



Uniquely Perth

Attract international and interstate visitation by offering modern, creative and innovative experiences to enhance the city’s reputation as the events capital of Western Australia.



Fringe World Sunday Funday

Community Benefit

Enliven the city with prestigious and significant events and festivals, which create vibrant activity and connect people in the community.

Attract high-profile personalities, partners, sponsors and media organisations.

Something for Everyone

Celebrate the diversity of Perth, it’s unique Aboriginal culture, community and identity and demonstrate an inclusive and accessible approach.

Support 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 and festival models that champion environmental sustainability.

PROSPEROUS



Support Local

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 Major Events and Festivals sponsorship with the City of Perth must meet the following eligibility criteria. The applicant must:



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



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



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



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



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 of Perth will not consider applications from:

- the Commonwealth or State Government Departments;
- a political party;
- an applicant that the City considers supports, promotes or facilitates 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; and
- an applicant that conducts or has conducted themselves in a way the City of Perth considers to be injurious or prejudicial to the character or interests of the City.

The City of Perth 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 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 grant funding and, to the extent of any inconsistency, the Policy takes precedence over this document.

Assessment Criteria

Applications will be assessed against the extent to which the project can demonstrate strong alignment with the following criteria:

Essential Criteria

Uniquely Perth

- Event should demonstrate that it is large scale, enhances the city's reputation, raises the profile of Perth and positions it as a capital city that is internationally recognisable, unique and inviting; and
- Event should demonstrate prestige and significance, through the quality and status of competitors/ performers/ artists, participants, sponsors, media and involvement or endorsement from international federations and organisations.

Community Benefit

- Event should activate the city with vibrant activity, prioritising public spaces, connecting people and contributing to making Perth a safer, friendlier city.

Something for Everyone

- Event should demonstrate accessibility to a broad demographic, celebrate Aboriginal culture, the diversity of Perth and demonstrate an inclusive approach;
- Event should demonstrate potential to involve the local and larger communities in the event or the surrounding support activities; and
- Event should offer the City's residents and visitors a unique or new experience that complements the existing offering within the city.

Support Local

- Event should demonstrate a proven track record of attracting a large local, national and international audience or have the capacity to do so; and
- Event should demonstrate significant direct economic benefit to the city's economy (a comprehensive economic impact assessment must be included as part of the sponsorship application).

Sustainability

- Event should demonstrate how environmental and sustainable practices are considered and integrated into the event.

City of Perth's Events Plan Alignment

- Events that complement or build upon the City of Perth's Events Plan 23/24, and events that offer a signature experience at key activation periods throughout the year.



Images courtesy of Perth Festival. Photo by Miles Noel Photography.

Event Delivery

- Applicant must have a demonstrated capacity to manage all aspects of the event;
- Event must have demonstrated financial viability through evidence of significant support from other government agencies, business or community organisations (applicants will need to demonstrate confirmed or potential support from other government agencies or corporate sponsors); and

Sponsorship Benefits

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 Must Include:

- Significant event signage
 - Logo recognition across event assets
 - 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.
 - ☒ It is recommended applicants contact a Sponsorship Officer to discuss benefits prior to submitting the application.



General Information

Key Dates

The City of Perth will accept applications for Major Events and Festivals Sponsorship at any time throughout the year via an expression of interest (EOI).

Applications must be submitted at least six months prior to the commencement of the activity.

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 of Perth.

Funding Levels Available

Funding will be provided based on the scale, impact and significance of the event. Please discuss your proposed sponsorship request with a Sponsorship Officer.

Maximum Contribution

The maximum contribution of sponsorship provided by the City of Perth cannot exceed 30% of the total event or project budget.

How to Apply

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

Applications for grants and sponsorships must be submitted through the City's approved online management portal, SmartyGrants. A link to the application form will be provided once it is determined that Major Events and Festivals is the most suitable program.

Assessment Process

Applications will be assessed against the assessment criteria outlined under the relevant program.

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

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 partfunding 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 to be notified of a decision under this sponsorship program.

Funding Agreements

Successful applicants for Major Events and Festivals 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 application until the parties execute an Agreement.

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

Funding Term

Major Events and Festivals 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 month** of project completion. All sponsorships must be acquitted prior to being paid on a subsequent successful application for funding. Acquittal reports will be considered as part of future funding applications.

Lobbying of Elected Members and Administrative Staff

Applications 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 or the CEO, 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 application 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 What decision making process do applications go through?

Each application undergoes an eligibility check before it is reviewed by an Assessment Panel. The panel will assess the request against the program criteria and make a

funding recommendation which is presented to Elected Members for decision at an Ordinary Council Meeting.

An Agenda Briefing Session occurs one week prior to the Ordinary Council Meeting and provides opportunity for Elected Members to ask the Administration questions about the application and the Assessment Panel recommendation. Applicants can attend the Agenda Briefing Session and have the opportunity to make a deputation to Elected Members. A Sponsorship Officer will contact applicants to inform them of this opportunity and meeting dates.

6 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 in regard to retaining and making information available to the general public. 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 so as to protect trade secrets, information that has commercial value, or information about the business, professional, commercial or financial affairs of a person, so this information can be treated as Commercial-in-Confidence.

7 How will I know if my application is successful?

A Sponsorship Officer will contact you to advise you of the outcome of your application within 3 months.

8 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 on request.

Contact Us

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