

7.4 EVENT AND FESTIVAL SPONSORSHIP 2022/2023

- Attachments:
1. Event and Festival Application Detailed Summary
 2. WA Jigsaw Competition - Confidential
 3. Mt Lawley Guided Walking Tours - Confidential
 4. Open Streets Leederville - Confidential
 5. Leederville Connect Events - Confidential
 6. Revelation Perth International Film Festival - Confidential
 7. City of Vincent Football Festival - Confidential
 8. Little People Festival - Confidential
 9. Little Day Out - Confidential
 10. Dogtober - Confidential
 11. Vincent Wellbeing Festival - Confidential
 12. Mt Hawthorn Hawkers Markets - Confidential
 13. Jazz Picnic In The Park - Confidential
 14. Twilight Christmas Market - Confidential
 15. PrideFEST 2022 Fairday - Confidential
 16. Party on The Pitch - Confidential
 17. Hyde Park Fair - Confidential
 18. Neon Picnic - Confidential
 19. St Patrick's Day Festival - Confidential
 20. Urban Wine Walk - Confidential
 21. City of Vincent Match - Confidential
 22. Pickle Lit - Confidential

RECOMMENDATION:

1. That Council APPROVES an amount of \$287,500 in 2022/2023 for Event and Festival Sponsorship as follows

Event	Amount
Australian Jigsaw Puzzle Association WA Jigsaw Competition	\$0
Oh Hey WA Mt Lawley Guided Walking Tours	\$15,000
Leederville Connect Open Streets Leederville	\$2,500
Leederville Connect Leederville Connect Event Calendar	\$30,000
Revelation Perth International Film Festival Revelation International Film Festival	\$20,000
East Perth Football Club City of Vincent Football Festival	\$5,000
Premier Events Little People Festival	\$1,500
Mt Hawthorn Hub Little Day Out	\$10,000
Beaufort Street Network Dogtober	\$7,000
Evolve WA Vincent Wellbeing Festival	\$0
Heart Inspired Events Mt Hawthorn Hawkers Markets	\$5,000
Perth International Jazz Festival Jazz Picnic in The Park	\$20,000
Beaufort Street Network Twilight Christmas Market	\$5,000
Pride WA Pride Fairday	\$20,000
Floreat Athena Party on the Pitch – New Year's Eve	\$10,000

Rotary Club of North Perth Hyde Park Fair	\$15,000
RTRFM Neon Picnic	\$10,000
St Patricks Day WA St Patricks Day Festival	\$20,000
Neighbourhood Events Co Urban Wine Walk	\$4,500
Subiaco Football Club City of Vincent Match	\$7,000
The Pickle District Pickle Lit	\$30,000
Event Allocation Year-Round Applications	\$50,000
TOTAL EVENT SPONSORSHIP	\$287,500

- 2. NOTES that the allocation of all 2022/2023 Festival and Events Sponsorships remains subject to the recipient signing a Sponsorship Agreement with the City of Vincent identifying all related expectations and obligations.**
- 3. NOTES that the allocation of the \$50,000 year-round budget is for events that apply in the 2022/2023 financial year and meet the criteria in the Event and Festival Sponsorship Application. Subject to approval by Executive Director Community and Businesses Services.**

PURPOSE OF REPORT:

To approve the proposed 2022/2023 Festivals and Events Sponsorship and associated operating budget allocations.

BACKGROUND:

The City of Vincent has adopted a contemporary, collaborative approach to place activation and vibrancy by collaborating with community, not-for-profit and other creative organisations to deliver a range of activities through annual festivals and events sponsorship. Applications for Event Sponsorship in 2021/2022 are outlined below.

Event	Amount Sponsored 2021/2022
Revelation Film Festival Revelation Perth International Film Festival	\$20,000
Open House Open House Vincent	\$10,000
Mt Hawthorn Hub Little Day Out	\$9,000
Pride WA Pride Fairday	\$15,000
Perth International Jazz Festival Jazz Picnic In The Park	\$15,000
Floreat Athena FC New Year's Eve on The Pitch	\$10,000
WA Italian Club Festival Italia	\$15,000
RTRFM Neon Picnic	\$10,000
Rotary Club of North Perth Hyde Park Fair	\$15,000
St Patricks Day WA Inc St Patricks Day Festival	\$20,000

Noongar Radio First Nations Welcome All Nations	\$15,000
Beaufort Street Network Beaufort Street Festival Events	\$15,000
Allocation to Town Teams Town Centre Events <ul style="list-style-type: none"> • Pickle District \$25,000 • Leederville Connect \$5,000 	\$60,000
TOTAL EVENT SPONSORSHIP	\$229,000

DETAILS:Process for Seeking Applications

Applications for the 2022/23 Event and Festival Sponsorship opened on 31 January 2022 with a call-out for community festivals, events, activations, roving entertainment and concerts. The availability of sponsorship was promoted through the City's Facebook page, website, e-newsletter, monthly ad and direct correspondence to both previous and prospective event organisers.

Administration also attended the Town Team Roundtable meeting on 23 February 2022 to discuss community funding opportunities and promoted the Event and Festival Sponsorship for 2022/23.

Applications then closed on 14 March 2022.

Assessment Criteria

To ensure an equitable assessment process all applicants were required to respond to specific assessment criteria in order to demonstrate what value their festival/event adds to the Vincent community and how it aligns with the Strategic Community Plan.

Five (5) assessment criteria were included:

Enhanced Environment

- How will your event work to minimise the environmental impact and encourage an environmentally friendly event?

Accessible City

- How will your event encourage smart travel?
- How will you create an event that is accessible to all members of the community?
- Will your event enable access for persons with disability?

Connected Community

- Who is your target demographic and how will this event encourage their involvement and participation?
- How will the event have broad appeal and actively engage and connect the local and greater community?

Thriving Places

- How will the event increase economic benefit to the local businesses and encourage them to be involved?
- How will the event provide social benefit and cultural opportunities to the local and greater community?

Innovative and Accountable

- Provide evidence the event can be delivered

Application Outcomes

An Event and Festival Detailed Summary is at **Attachment 1**.

A total of 21 applications were received as shown in the following table, and the detail of the submissions is shown in **Confidential Attachments 2 – 22**.

The total amount requested was \$383,290 and the recommended sponsorship total is \$287,500.

Event	Amount Requested	Amount Recommended
Australia Jigsaw Puzzle Association WA Jigsaw Competition	\$4,000	\$0
Oh Hey WA Mt Lawley Guided Walking Tours	\$15,565	\$15,000
Leederville Connect Open Streets Leederville	\$2,500	\$2,500
Leederville Connect Leederville Connect Event Calendar	\$40,000	\$30,000
Revelation Perth International Film Festival Revelation Film Festival	\$40,000	\$20,000
East Perth Football Club City of Vincent Football Festival	\$10,000	\$5,000
Premier Events Little People Festival	\$2,000	\$1,500
Mt Hawthorn Hub Little Day Out	\$15,000	\$10,000
Beaufort Street Network Dogtober	\$9,000	\$7,000
EvolveWA Vincent Wellbeing Festival	\$40,000	\$0
Heart Inspired Events Mt Hawthorn Hawkers Market	\$5,225	\$5,000
Perth International Jazz Festival Jazz Picnic In The Park	\$30,000	\$20,000
Beaufort Street Network Twilight Christmas Market	\$13,000	\$5,000
Pride WA Pride Fairday	\$30,000	\$20,000
Floreat Athena Party on The Pitch – New Year's Eve	\$15,000	\$10,000
Rotary Club of North Perth Hyde Park Fair	\$20,000	\$15,000
RTRFM Neon Picnic	\$10,000	\$10,000
St Patricks Day WA St Patricks Day Festival	\$30,000	\$20,000
Neighbourhood Events Co Urban Wine Walk	\$4,500	\$4,500
Subiaco Football Club City of Vincent Match	\$7,500	\$7,000
The Pickle District Pickle Lit	\$40,000	\$30,000
Event Allocation Year-round Applications	\$0	\$50,000
TOTAL EVENT SPONSORSHIP	\$383,290	\$287,500

Calendar and Location Summary

Event recommendations also consider whether the Event and Festival Sponsorship creates a range of events throughout the year, and at a range of locations. Intensity of event activity at popular locations, such as Hyde Park, are monitored.

Month	Event	Location
July December	Mt Lawley Guided Walking Tours	Mt Lawley and Highgate
July – June	Open Streets Leederville	Electric Lane Leederville
July – June	Leederville Connect Events Calendar	Leederville Town Centre
July	Revelation Film Festival	Luna Cinema Leederville
July	City of Vincent Football Festival	Leederville Oval
October	Little People Festival	Hyde Park – request to move to town squares
October	Little Day Out	Braithwaite Park Mt Hawthorn
October	Dogtober	Barlee St Carpark, Mt Lawley
October	Vincent Wellbeing Festival	Braithwaite Park, Mt Hawthorn
November – March	Mt Hawthorn Hawkers Market	Axford Park, Mt Hawthorn
November	Jazz Picnic In The Park	Hyde Park
November	Pride Fairday	Hyde Park
December	Twilight Christmas Market	St Albans Church, Highgate
December	Party on The Pitch – New Year's Eve	Litis Stadium, Mt Hawthorn
March	Hyde Park Fair	Hyde Park
March	Neon Picnic	Hyde Park
March	St Patricks Day Festival	Leederville Town Centre and Oval
April	Urban Wine Walk	All Town Centres
April	City of Vincent Match	Leederville Oval
May	Pickle Lit	Pickle District, West Perth

CONSULTATION/ADVERTISING:

Consultation and advertising were not required.

LEGAL/POLICY:

- Policy No 3.8.3 – Concerts and Events
- Policy - Community Funding

RISK MANAGEMENT IMPLICATIONS

Medium: Events in WA have been impacted by COVID-19 restrictions and remain with the risk of last minute restriction changes.

The public nature of festivals and events attract risks including loss of reputation, financial, loss and damage to facilities and equipment. This is managed by a sponsorship agreement which requires applicants to supply the City with event plans, risk management plans and insurance details.

The City's Sponsorship Agreement also identifies that the applicant (or their appointed management contractor) carry out the works at their own cost and risk and agrees not to make any claims against the City and that the City shall have no liability or responsibility whatsoever to the provider with respect to the project.

STRATEGIC IMPLICATIONS:

This is in keeping with the City's *Strategic Community Plan 2018-2028*:

Enhanced Environment

Our parks and reserves are maintained, enhanced and well utilised.

Accessible City

Our pedestrian and cyclist networks are well designed, connected, accessible and encourage increased use.

Connected Community

An arts culture flourishes and is celebrated in the City of Vincent.

We have enhanced opportunities for our community to build relationships and connections with each other and the City.

Our many cultures are celebrated.

Our community facilities and spaces are well known and well used.

We are an inclusive, accessible and equitable City for all.

Thriving Places

We are recognised as a City that supports local and small business.

Our town centres and gathering spaces are safe, easy to use and attractive places where pedestrians have priority.

We encourage innovation in business, social enterprise and imaginative uses of space, both public and private.

Innovative and Accountable

We are open and accountable to an engaged community.

Our community is aware of what we are doing and how we are meeting our goals.

SUSTAINABILITY IMPLICATIONS:

This does not contribute to any specific sustainability outcomes of the *City's Sustainable Environment Strategy 2019-2024*.

PUBLIC HEALTH IMPLICATIONS:

This is in keeping with the following priority health outcomes of the *City's Public Health Plan 2020-2025*:

Increased mental health and wellbeing

Increased physical activity

FINANCIAL/BUDGET IMPLICATIONS:

Event and Festival Sponsorship funding of \$287,500 approved by Council in the annual budget for 2022/23.

COMMENTS:

The support of a range of different festivals and events through Council's 2022/2023 sponsorship will continue the activation of our Town Centres and public open spaces, and engagement of our local community in Vincent life.

The delivery of these activations in collaboration with numerous Town Teams, Artists, community organisations, sporting clubs, local businesses, and not-for-profit organisations further emphasises the success of a partnership approach.



Event Sponsorship

Event Name	WA Jigsaw Competition				
Event Date	12 February 2021				
Event Location	WA Italian Club				
Event Organiser	Australian Jigsaw Puzzle Association				
Event Description	WA Jigsaw Competition brings together people of all ages to compete in pairs with an identical secret puzzle. The event is held at the WA Italian Club and is open and accessible to all community members.				
Event is Free	Free to nominated community members, and \$25-\$30 for remaining tickets				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$8,000	\$4,000	\$0	No	Marketing
Sponsorship History	N/A				
Compliant EOI?	No – event held before 2022/2023 financial year.				
Administration Recommendations	WA Jigsaw Competition is not eligible for funding as it was held in the 2021/2022 financial year.				



CITY OF VINCENT

Event Sponsorship

Event Name	Mt Lawley Guided Walking Tours				
Event Date	1 July 2022 onwards				
Event Location	Mt Lawley / Beaufort Street				
Event Organiser	Oh Hey WA				
Event Description	<p>Oh Hey WA are proposing 18 fun and informative walking tour sessions throughout Beaufort Street. One being a street art tour and the other a food and drink tour to showcase and celebrate Beaufort Street.</p> <p>Street Art Tours: This tour will showcase and celebrate the artwork found in the Beaufort Street Town Centre sharing stories about the artwork and how it relates to the historical and cultural context of the area. This tour will be free and suitable for all ages with approximately 12 sessions, one per month from July – December 2022 plus school holiday tours.</p> <p>Food and Drink Tours: This all-inclusive tour will include stops at 3-4 hospitality venues where guests can enjoy food/drink that best showcases the venue's offerings. This tour will be 18+ and ticket prices will be subsidised and operate for 6 tours, one per month from July – December 2022.</p> <p>Oh Hey WA is seeking support from the City of Vincent to fund half of the budget, with the other half of the funding coming from the City of Stirling (already confirmed).</p>				
Event is Free	The Street Art Tours will be free of charge. The Food/Drink Tours will have a ticket price, partly subsidised by this funding. This will bring the ticket price of this all-inclusive tour down from \$130 to \$50 per person (\$80 per person subsidised by funding).				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$34,946	\$15,565	\$15,000	Yes	Marketing
Sponsorship History	N/A				
Compliant EOI?	Yes				
Administration Recommendations	Administration identified this event would assist in economic development and rebound for local businesses since COVID-19. Oh Hey WA are able to demonstrate direct benefit to businesses and the Mt Lawley Town Centre and align with priority 6.1 in the Beaufort Street Town Centre Place Plan to work collaboratively with the City of Stirling.				



CITY OF VINCENT

Event Sponsorship

Event Name	Open Streets Leederville				
Event Date	1 July 2022 onwards				
Event Location	Electric Lane				
Event Organiser	Leederville Connect				
Event Description	The Open Streets activation is an initiative with the aim to maximise the use of public spaces with the objectives to promote and encourage bike riding and increase awareness of bike infrastructure and local facilities. All Open Streets events will include partnering with local businesses.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$6,000	\$2,500	\$2,500	Yes	Marketing
Sponsorship History	In-Kind Support				
Compliant EOI?	Yes				
Administration Recommendations	Administration recommends the support of this initiative as a low cost, sustainable, high impact event that directly engages and highlights new local businesses. It invites all community members to enjoy Electric Lane with food, café, bars and children's activities.				



CITY OF VINCENT

Event Sponsorship

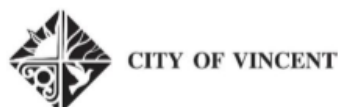
Event Name	Leederville Connect Event Calendar				
Event Date	1 July 2022 onwards				
Event Location	Leederville Town Centre				
Event Organiser	Leederville Connect				
Event Description	Leederville Connect are proposing a series of smaller events that engage local businesses and require little infrastructure to showcase already existing public spaces in Leederville. The calendar of events will include the Arty Farty Christmas Party, a new version of 'Leedy Palooza' and Kratoville.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$90,000	\$40,000	\$30,000	Yes	Waste Marketing Rangers Parks
Sponsorship History	\$5,000 + In-Kind Support				
Compliant EOI?	Yes				
Administration Recommendations	Administration recommends supporting the calendar of events in Leederville to host a range of events to provide an offering to a cross section of the community and invite different local businesses to be involved.				



CITY OF VINCENT

Event Sponsorship

Event Name	Revelation Perth International Film Festival				
Event Date	July 2022				
Event Location	Luna Palace Cinema Leederville				
Event Organiser	Revelation Perth International Film Festival				
Event Description	<p>Revelation Film Festival 7 – 17 July 2022: Revelation is an annual independent film festival, presenting over 200 international, national and local films. The festival delivers industry and cross artform components focused on industry capacity building, discussion, visual art, and live performances and community events, many of which are free to the public. In partnership with the City, the festival includes the premiere of the City of Vincent Film Project short documentaries.</p> <p>NAIDOC Week Event 3 – 10 July 2022: The festival has an opportunity to present a WA-made documentary alongside a live music performance during NAIDOC week. Revelation will present the documentary as a special NAIDOC week event, with a live performance by The Desert Stars. Further opportunity to explore first nations voices will occur with the premiere of MOORDITJ FOOTPRINTS, currently being produced as part of the City of Vincent Film Project.</p> <p>WA Screen Culture Awards 4 December 2022: The Awards provide recognition of excellence and achievement in the WA screen industry and is the only WA-focused screen industry awards event. The evening includes awards across multiple categories as short-listed and awarded by a nationally and internationally-based jury made up of professionals in their specific field.</p>				
Event is Free	Mix free and ticketed - approx. \$20				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$350,000	\$40,000	\$20,000	Yes	Marketing
Sponsorship History	\$20,000 in 2021/22				
Compliant EOI?	Yes				
Administration Recommendations	Administration supports the Film Festival and NAIDOC Week. The festival appeals to lovers of film, art and culture and will engage a new audience with the inclusion of NAIDOC Week and the City's Film Project screening. Revelation brings approximately 22,000 people to Leederville over the Winter period and invites young people and families over the school holidays. This brings significant benefit to a local business with their business strategy built around developing community relationships to ensure a sustainable, meaningful, and authentic base that is in sync with culture and community.				



Event Sponsorship

Event Name	City of Vincent Football Festival				
Event Date	30 July 2022				
Event Location	Leederville Oval				
Event Organiser	East Perth Football Club				
Event Description	East Perth Football Club are set to host the West Coast Eagles in round six of the 2022 WAFL Premiership Season. All City of Vincent residents will be eligible to receive free entry. Half time matches with Mt Hawthorn Cardinals Junior Football Club will take place amongst other family activations. With 1,500 – 3,000 people expected to attend, the Football Club propose to establish relationships with local businesses to encourage patronage before and after the games.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$25,000	\$10,000	\$5,000	No	Marketing
Sponsorship History	N/A				
Compliant EOI?	Yes				
Administration Recommendations	The Football festival encourages patronage in Leederville before and after the match, while at the event there will be free children's activities on offer and Mt Hawthorn Cardinals hosted to play.				



CITY OF VINCENT

Event Sponsorship

Event Name	Little People Festival				
Event Date	8 October 2022				
Event Location	Hyde Park Perth				
Event Organiser	Premier Events				
Event Description	Little People Festival is an event for families that includes interactive dance workshops, face painting, arts, crafts, competitions and giveaways. Premier Events have previously held these festivals in shopping centers and town squares.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$3,000	\$2,000	\$1,500	No	Parks Marketing
Sponsorship History	N/A				
Compliant EOI?	Yes				
Administration Recommendations	Administration identified this as a low-cost children's event that would be suited to alternative venues to assist in the activation of town squares such as Mary Street Piazza and North Perth Common.				



Event Sponsorship

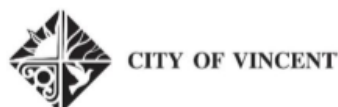
Event Name	Little Day Out				
Event Date	15 October 2022				
Event Location	Braithwaite Park Mount Hawthorn				
Event Organiser	Mt Hawthorn Hub				
Event Description	Little Day Out is a popular family event at Braithwaite Park, with local food vendors, bands performing and children’s activities.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$25,000	\$15,000	\$10,000	Yes	Waste Rangers Parks Marketing
Sponsorship History	\$9,000 in 2021/22				
Compliant EOI?	Yes				
Administration Recommendations	The Mt Hawthorn Hub have successfully delivered this event and other small community events at Braithwaite Park, and the event provides opportunities to local artists and businesses.				



CITY OF VINCENT

Event Sponsorship

Event Name	Dogtober				
Event Date	15 October 2022				
Event Location	Barlee Street Carpark				
Event Organiser	Beaufort Street Network				
Event Description	Dogtober brings the community together in Barlee Street Carpark with the ever-popular dog parade. Market stalls will line the carpark with the inclusion of pet rescue groups, face painting, crafts and local businesses.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$10,000	\$9,000	\$7,000	No	Waste Rangers Marketing
Sponsorship History	\$15,000 in 2021/22 for Beaufort Street Network events				
Compliant EOI?	Yes – note application was received late (Wednesday 16 March)				
Administration Recommendations	The assessment by Administration identified the Beaufort Street Network are proposing a manageable number of events that focus on place activation, economic development and community engagement.				



Event Sponsorship

Event Name	Vincent Wellbeing Festival				
Event Date	21 October 2022				
Event Location	Braithwaite Park and Mt Hawthorn Hall				
Event Organiser	Evolve WA				
Event Description	The Vincent Wellbeing Festival is a proposed two-day event designed to boost the wellbeing of the community in the wake of COVID. Evolve WA is a provider of training and education in mental health, wellbeing and resilience. The Wellbeing Festival is proposed to involve community classrooms (mindfulness, positive psychology, stress management), wellbeing workshops (yoga, self-defense and act, belong, commit messaging), healthy cooking classes, early childhood wellbeing, spa/massage, children's activities, music, health checks, art therapy and community stalls.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$120,000	\$40,000	\$0	Yes	Waste Parks Rangers Marketing
Sponsorship History	N/A				
Compliant EOI?	Yes				
Administration Recommendations	Evolve WA offer a wide range of public training course including wellbeing, mental health, diversity, inclusion and community services. It was identified this event may not have the community feel or fit within Braithwaite Park and the halls and maybe better suited as a large-scale commercial event.				



CITY OF VINCENT

Event Sponsorship

Event Name	Mt Hawthorn Hawkers Market				
Event Date	2 November 2022 onwards				
Event Location	Axford Park Mount Hawthorn				
Event Organiser	Heart Inspired Events				
Event Description	The Mount Hawthorn Hawkers Market is proposing to be held every Wednesday night from November 2022 to March 2023. The event will offer food trucks and stalls with a variety of offerings changing each week. The Hawkers Market encourages nighttime activity in the middle of the week with local businesses encouraged to trade.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$34,836	\$5,225	\$5,000	No	Waste Parks Rangers Marketing
Sponsorship History	In-Kind Support				
Compliant EOI?	Yes				
Administration Recommendations	The Mt Hawthorn Hawkers Market is a popular local community event and brings activation to Axford Park and night time trade to the town center. The funding request is for the addition of musical acts and performances at the markets.				



CITY OF VINCENT

Event Sponsorship

Event Name	Jazz Picnic In The Park				
Event Date	6 November 2022				
Event Location	Hyde Park Perth				
Event Organiser	Perth International Jazz Festival				
Event Description	Jazz Picnic in the Park is a free music event held in Hyde Park as part of the Perth International Jazz Festival. The event is inclusive and community-focused, while showcasing exceptional local Perth talent. The event will begin with a special Hyde Park Jazz Parade, where musicians of all levels are welcome to join in a loop of the lake playing jazz favorites. Local schools will be invited to participate on the day, include genres of jazz to appeal to a wide range of audiences, children's jazz shows and a pop-up bar.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$61,000	\$30,000	\$20,000	Yes	Waste Parks Rangers Marketing
Sponsorship History	\$15,000 in 2021/22				
Compliant EOI?	Yes				
Administration Recommendations	Perth International Jazz Festival have successful build a well-loved community jazz picnic at Hyde Park. The assessment by Administration shows that the application directly aligns with the Arts Development Action Plan deliverable to establish a thriving jazz precinct.				



CITY OF VINCENT

Event Sponsorship

Event Name	Twilight Christmas Market				
Event Date	10 December 2022				
Event Location	St Albans Church Highgate				
Event Organiser	Beaufort Street Network				
Event Description	The event begins with the Beaufort Street Christmas Pageant where members of the community join in local groups to parade down Beaufort Street from Mary Street to the church where they are met with the markets. The markets are made up local retail and food stalls, free kid's activities, a licensed area, bands and other entertainment.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$15,000	\$13,000	\$5,000	No	Waste Rangers Marketing
Sponsorship History	\$15,000 in 2021/22 for Beaufort Street Network events				
Compliant EOI?	Yes – note application was received late (Wednesday 16 March)				
Administration Recommendations	Beaufort Street Network propose to engage local food businesses, schools and dance groups to attend the Christmas Market. Over the years there has been no increased attendance to the pageant and no identified benefit to local businesses. It would be encouraged to remove the road closure element of the event and bring the market further into the town center utilising Mary Street Piazza.				



CITY OF VINCENT

Event Sponsorship

Event Name	Pride Fairday				
Event Date	13 November 2022				
Event Location	Hyde Park Perth				
Event Organiser	Pride WA				
Event Description	Fairday is a hallmark event in the annual PrideFEST and is a massive outdoor celebration of the LGBTQIA+ community. In 2021, Fairday broke attendance records with an estimated 15,000 attendees, 100+ community and food stalls, free performances, a dog show and free amusements for children making it a truly inclusive, family-friendly event. Feedback received in 2021 was overwhelmingly positive and 2022 will be set to be bigger, better and more inclusive to invite the broader community to Vincent.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$60,000	\$30,000	\$20,000	Yes	Waste Parks Rangers Marketing
Sponsorship History	\$15,000 in 2021/22				
Compliant EO1?	Yes				
Administration Recommendations	Pride Fairday saw huge success in 2021 with the return of the fair to Hyde Park and made it accessible for all with free entry. Pride WA aim to create a bigger and better Pride Fairday in 2022 with a family friendly inclusive event.				



CITY OF VINCENT

Event Sponsorship

Event Name	Party on The Pitch – New Years Eve				
Event Date	31 December 2022				
Event Location	Litis Stadium				
Event Organiser	Floreat Athena				
Event Description	With very few new year's events catered towards families, Floreat Athena are proposing a free new year celebration with music, entertainment and activities for children. People will be invited to bring picnics or purchase food and drinks from the stadium and the bar cart.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$25,000	\$15,000	\$10,000	Yes	Waste Parks Rangers Marketing
Sponsorship History	\$10,000 in 2021/22				
Compliant EOI?	Yes				
Administration Recommendations	With littler offerings for families on New Years Eve, Floreat Athena propose to engage other sporting clubs to come together for a family friendly event for the Mt Hawthorn community. Performances will be by local bands and food offerings from local traders.				



CITY OF VINCENT

Event Sponsorship

Event Name	Hyde Fair Day				
Event Date	5 March 2023 – 6 March 2023				
Event Location	Hyde Park Perth				
Event Organiser	Rotary Club of North Perth				
Event Description	The Hyde Park Fair has established itself as the longest running free community fair in Perth offering market stalls, food trucks, amusement rides, multicultural performances, live music and entertainment. The two-day event draws a crowd of approximately 40,000 people from both the Vincent community and the broader Perth area. The theme for next years event will be celebrating the 35 th event with community and culture.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$138,000	\$20,000	\$15,000	Yes	Waste Parks Rangers Marketing
Sponsorship History	\$15,000 in 2021/22				
Compliant EOI?	Yes				
Administration Recommendations	The assessment by Administration identified that the Rotary Club of North Perth has the capacity to deliver this event and the event demonstrates ongoing community support. It is not recommended sponsorship be increased as an established event is advised additional sponsorship is sourced, and the City provides a wide range of in-kind support for to the Fair.				



Event Sponsorship

Event Name	Neon Picnic				
Event Date	11 March 2023				
Event Location	Hyde Park Perth				
Event Organiser	RTRFM				
Event Description	Neon Picnic is a family friendly outside broadcast featuring live bands, DJs, kids activities. With five live bands playing and RTRFM presenters presenting Global Rhythm Pot, Homegrown and Drastic on Plastic between those bands live on stage and broadcast on 92.1. There are a range of kid's activities, arts and crafts, dress ups and Drag Story Time, food trucks and a licensed bar. The event is a chance for listeners, old and new, to relax and listen to local music in a family friendly environment.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$20,000	\$10,000	\$10,000	Yes	Waste Parks Marketing
Sponsorship History	\$10,000 in 2021/22				
Compliant EOI?	Yes				
Administration Recommendations	The assessment by Administration noted RTRFM have a large demographic of listeners in Vincent and being situated on Beaufort Street, provides a fundamental link to the City of Vincent and Mt Lawley.				



CITY OF VINCENT

Event Sponsorship

Event Name	St Patricks Day Festival				
Event Date	17 March 2023				
Event Location	Leederville Oval				
Event Organiser	St Patrick's Day WA				
Event Description	St Patrick's Day is a chance for Irish culture and tradition to be celebrated with a Parade through Leederville and family friendly celebration at Leederville Oval. The Australian/Irish community connection has been strong for years and is set to be a popular event after being cancelled three years in a row due to COVID. The St Patrick's Day Festival offers the Irish community a sense of home and culture away from Ireland.				
Event is Free	Children free, Adults \$10				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$190,000	\$30,000	\$20,000	Yes	Waste Parks Rangers Marketing
Sponsorship History	\$20,000 in 2021/22				
Compliant EOI?	Yes				
Administration Recommendations	It was identified the St Patrick's Day Festival would provide a range of economic benefits to Leederville with increased trade and broad exposure due to the event being cancelled three years in a row and the lack of ability for the Irish people to travel home, this would drive a significant increase in attendees and community involvement in the festival.				



CITY OF VINCENT

Event Sponsorship

Event Name	Urban Wine Walk				
Event Date	1 April 2023				
Event Location	Leederville				
Event Organiser	Neighbourhood Events Co				
Event Description	Urban Wine Walk is a self-guided wine-tasting experience designed for groups of friends to enjoy together on a Saturday afternoon. Neighbourhood Events Co hand-pick local bars and restaurants within walking distance and line up a series of tastings at every destination and each participant is provided a \$10 voucher to use towards food and drinks at venues on the tour. Smart travel is encouraged and is open and accessible to all participants over 18.				
Event is Free	\$75				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$12,000	\$4,500	\$4,500	No	Marketing
Sponsorship History	N/A				
Compliant EOI?	Yes				
Administration Recommendations	Urban Wine Walks have demonstrated success around Australia and New Zealand as their concept increases the economic benefit of local hospitality venues by boosting the patronage visiting local business, encouraging financial spend and creating a fun experience that it encourages repeat patronage in the future.				



CITY OF VINCENT

Event Sponsorship

Event Name	City of Vincent Match				
Event Date	7 April 2023				
Event Location	Leederville Oval				
Event Organiser	Subiaco Football Club				
Event Description	The annual City of Vincent match, dual branded by Subiaco Football Club and City of Vincent. WAFL match will be run in conjunction with the city on Good Friday, with a Family Pass distributed to encourage patronage to Leederville on Good Friday.				
Event is Free	Free for Vincent Residents				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$10,000	\$7,500	\$7,000	No	Marketing
Sponsorship History	\$7,500 in 2021/22				
Compliant EOI?	Yes				
Administration Recommendations	The City has developed a long standing relationship with Subiaco Football Club with this being the 6 th year of the City of Vincent Match. The event targets Vincent residents with free tickets to all house holds and encourages patronage in Leederville before and after the match.				



Event Sponsorship

Event Name	Pickle Lit				
Event Date	5 May 2023				
Event Location	Pickle District, West Perth				
Event Organiser	The Pickle District				
Event Description	Pickle Lit puts the spotlight on a district which is rich in creative industries and local history. The 'art crawl' style event includes a wide variety of artforms such as art exhibitions, live music, dance, light projections, laneway and back-alley activation, roving theater, sculpture and workshops.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$100,000	\$40,000	\$30,000	Yes	Waste Rangers Marketing
Sponsorship History	\$25,000 in 2021/22				
Compliant EOI?	Yes				
Administration Recommendations	Pickle Lit has established itself as a high-quality all-encompassing art crawl event showcasing art organisations in the west end. The Pickle District recognise the need to broaden their audience and will be targeting a diverse range of attendees from school students, young people, families and art enthusiasts to lift the lid on the Pickle District.				