

**7.6 EVENT SPONSORSHIP 2024/25**

- Attachments:**
1. 2024-2025 Event Sponsorship Guidelines and Criteria
  2. 2024-2025 Event Sponsorship detailed summary of applications
  3. 2024-2025 Event Sponsorship Applications by Event Category
  4. RTRFM Neon Picnic - Confidential
  5. Revelation Perth International Film Festival - Confidential
  6. Reclink Perth Community Cup - Confidential
  7. St Patricks Day Festival WA - Confidential
  8. WA Good Food Guide Wine Awards - Confidential
  9. Circular - Confidential
  10. Jazz Picnic in the Park - Confidential
  11. City of Vincent Match - Confidential
  12. Jazz in the Park - Confidential
  13. KCSG Teen Quiz Night - Confidential
  14. After Dark 5 - Confidential
  15. Beaufort Beats 2024 - Confidential
  16. Dogtober - Confidential
  17. Beaufort Street Christmas Festival - Confidential
  18. Mount Hawthorn Streets and Laneways Festival - Confidential
  19. The Provodore Market - Confidential
  20. Washing Lane "WAY" Activation - Confidential
  21. Night of Lights - Confidential
  22. Dinner at Murder Mansion - Confidential
  23. Hyde Park Festival - Confidential
  24. Mt Hawthorn Mural Festival - Confidential
  25. Leederville Connect Events Calendar - Confidential
  26. Nom Nom Festival - Confidential
  27. WA All Stars Charity Game - Confidential
  28. Greek Festival - Confidential
  29. Leedy Artfest - Confidential
  30. The Magnificent World of Temporary Creations - Confidential
  31. Perth Festival Event No. 1 - Confidential
  32. Perth Festival Event No. 2 - Confidential
  33. 2023-2024 Event Sponsorship

**RECOMMENDATION:**

1. That Council APPROVES an amount of \$274,000 for 2024/25 Event Sponsorship as follows:

<b>Event</b>	<b>Amount</b>
RTRFM 92.1 Neon Picnic	\$10,000
Revelation Perth International Film Festival Revelation Perth International Film Festival	\$20,000
Reclink Australia Reclink Perth Community Cup	\$10,000
St Patricks Day Festival WA St Patricks Day Festival	\$20,000
WA Good Food Guide WA Good Food Guide Wine Awards	\$0
Good Sammy Enterprises Circular	\$15,000
Perth International Jazz Festival Jazz Picnic In The Park	\$25,000
East Perth Football Club City of Vincent Match	\$0
Brenda Lee Jazz In The Park	\$0
Kids Cancer Support Group KCSG Teen Quiz Night	\$0

The Pickle District After Dark 5	\$30,000
The Beaufort Street Network Beaufort Beats 2024	\$4,000
The Beaufort Street Network Dogtober	\$5,500
The Beaufort Street Network Beaufort Street Christmas Festival	\$10,000
Mt Hawthorn Hub Mt Hawthorn Streets and Laneways Festival	\$30,000
The Provedore Market The Provedore Market	\$10,000
Golden Sea Property Developments Pty Ltd Washing Lane "WAY" Activation	\$15,500
Colombian Association of WA Inc Night of Lights	\$7,000
Emma Humphrys Dinner at Murder Mansion	\$0
Rotary Club of North Perth Hyde Park Festival	\$15,000
Sioux Tempsett Mt Hawthorn Mural Festival	\$10,000
Leederville Connect Leederville Connect Events Calendar	\$22,500
The Leederville Precinct Nom Nom Festival	\$0
Suited Events WA All Stars Charity Game	\$0
Floreat Athena Greek Festival	\$0
The Leederville Precinct Leedy Artfest	\$7,500
Remida WA The Magnificent World of Temporary Creations	\$7,000
<b>TOTAL EVENT SPONSORSHIP</b>	<b>\$274,000</b>

2. That Council APPROVES \$80,000 for 2024/25 Sponsorship for Perth Festival as follows:

Event	Amount
Perth Festival Event No. 1	\$40,000
Perth Festival Event No. 2	\$40,000
<b>TOTAL EVENT SPONSORSHIP</b>	<b>\$80,000</b>

3. NOTES the allocation of 2024/25 Event Sponsorship remains subject to the recipient signing a Sponsorship Agreement with the City of Vincent identifying all related expectations and obligations.

**PURPOSE OF REPORT:**

To approve the proposed 2024/25 Event Sponsorship and associated budget allocations.

**DELEGATION:**

Council's [Community Funding Policy](#) requires that Festival and Event Sponsorship applications are assessed annually by Administration based upon sponsorship criteria and presented to Council with recommendations for determination.

**BACKGROUND:**

Community events create cultural opportunities that make Vincent a vibrant and connected place for our community to enjoy, activating town centres and sustaining artists and the creative economy.

The City's sponsorship program is open once a year for events such as art events, family-friendly festivals, concerts, food markets and community and cultural celebrations.

As per the [Community Funding Policy](#), the level of support for events is determined by the value to the Vincent community in terms of economic, cultural and social outcomes.

Sponsorship is available for:

- Established commercial business and incorporated community groups
- Applicants with appropriate insurances and licences (public liability, product liability, general property, and workers compensation)
- Events that are free to attend and within a public place in the City's boundary
- Events held between 1 July 2024 and 30 June 2025.

Funding is available for up to half the total cost of the event with a cap of \$40,000 per application. In 2023/24 the City of Vincent allocated \$254,000 in Event Sponsorship (**Attachment 33**).

**DETAILS:****Process for Seeking Applications**

Applications for 2024/25 Event Sponsorship opened on 29 January 2024. The sponsorship program was promoted through the City's Facebook page, Instagram, website, e-newsletters, eco signs, monthly newspaper advert, and direct correspondence with previous and prospective applicants. Applications closed on 15 March 2024.

Applicants are required to address the assessment criteria as set out in the Event Sponsorship Guidelines and Criteria (**Attachment 1**).

**Assessment Criteria**

The City of Vincent receives more funding applications than the available budget. To ensure an equitable assessment process, all applicants are required to demonstrate the value the event adds to the Vincent community and how it aligns with the Strategic Community Plan:

Enhanced Environment

- How the event organiser will implement practises that will effectively reduce the environmental impact and promote sustainability to deliver an environmentally friendly event.

Accessible City

- Strategies in place to encourage people to use smart travel methods.
- How the event organiser will ensure the event will be inclusive to all members of the community regardless of sexuality, age, ability and background.

Connected Community

- Specify the target demographic and how the event will encourage active involvement and participation.
- Demonstrate a broad appeal of the event.

### Thriving Places

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

### Innovative and Accountable

- Evidence the organiser can deliver the event by including history of previous work, evidence of additional funding sources and demonstration of organisation capacity.

All applications that meet the criteria are evaluated, with further shortlisting based on the demonstrated value to the community. The aim is to provide a diverse mix of events for the whole community at a range of locations within the City and spread throughout the year.

### **Perth Festival**

This year Perth Festival approached the City with a proposal to hold two free events in Vincent in 2025 and potentially for the following three years.

The Perth Festival program attracts thousands of visitors to Perth and surrounding neighbourhoods every year, stimulating economic activity in a number of ways in addition to audience expenditure on the night.

The proposal is for one or both events to take place at a location currently under embargo until Perth Festival launch date.

These high-profile events will not only activate the area, they will also showcase the potential of the venue.

Both events will appeal to all ages, with an emphasis on families to encourage intergenerational attendance.

Due to the current condition of the venue and surrounding area, and an element of uncertainty about its readiness for such an event/events, it is recommended that the funding application for Perth Festival is considered separately and in addition to the smaller scale community event applications received. Should the venue not be ready or suitable, the budgeted amount will be returned to municipal funds and included in the closing surplus.

### **Application Outcomes**

A total of 29 applications were received as shown in the tables below.

A summary of each application along with the funding recommendation this year and details of funding provided in previous years is at **Attachment 2**.

A breakdown of each event by category is at **Attachment 3**.

Individual submissions are in **Confidential Attachments 4 – 32**.

The total amount of funding requested was \$543,170 with the recommended sponsorship total of \$274,000, plus an additional \$80,000 for the two Perth Festival Events.

## Event Sponsorship

Event	Location	Event Date	Funding Requested	Funding Recommended	2023/24 Funding
RTRFM Neon Picnic	Hyde Park	March	\$12,000	\$10,000	\$10,000
Revelation Perth International Film Festival	Luna	July	\$20,000	\$20,000	\$20,000
Reclink Perth Community Cup	L'ville Oval	October	\$10,000	\$10,000	N/A
St Patricks Day Festival	L'ville Oval	March	\$30,000	\$20,000	\$20,000
WA Good Food Guide Wine Awards	Luna	October	\$5,000	\$0	N/A
Good Sammy Enterprises Circular	MH Town Hall or NP Town Hall	April	\$20,000	\$15,000	\$15,000
Jazz Picnic in The Park	Hyde Park	November	\$30,000	\$25,000	\$25,000
EPFC City of Vincent Match	L'ville Oval	April	\$7,500	\$0	\$2,500
Brenda Lee Jazz in the Park	Hyde Park	November	\$3,050	\$0	N/A
KCSG Teen Quiz Night	MH Town Hall	July	\$10,000	\$0	N/A
The Pickle District After Dark 5	Pickle Dist	May	\$30,000	\$30,000	\$30,000
BSN Beaufort Beats 2024	Beaufort St	August	\$6,000	\$4,000	N/A
BSN Dogtober	BirdwoodSq and Mary St Piazza	October	\$10,000	\$5,500	\$7,000
BSN Beaufort Street Christmas Festival	Beaufort St	December	\$15,000	\$10,000	\$5,000
MHH Mt Hawthorn Streets and Laneways Festival	Mt Hawthorn	March	\$30,000	\$30,000	N/A
The Provedore Markets	Mt Hawthorn	Oct, Nov, Dec, April	\$10,000	\$10,000	\$4,620
Golden Sea Property Developments Washing Lane "WAY" Activation	Washing Lane	September	\$40,000	\$15,500	N/A
Colombian Association of WA Night of Lights	Hyde Park	December	\$7,500	\$7,000	N/A
Emma Humphrys Dinner at Murder Mansion	NP Town Hall	March	\$9,800	\$0	N/A
Rotary Hyde Park Festival	Hyde Park	March	\$20,000	\$15,000	\$15,000
Sioux Tempsett Mt Hawthorn Mural Festival	Mt Hawthorn	Sept-March	\$20,000	\$10,000	N/A
Leederville Connect Events Calendar	Leederville	Year-round	\$30,000	\$22,500	\$25,000
The Leederville Precinct Nom Nom Festival	Leederville	July	\$10,500	\$0	N/A
Suited Events WA All Stars Charity Game	L'ville Oval	March	\$50,000	\$0	N/A
Floreat Athena Greek Festival	Litis Stadium	Date TBC	\$10,000	\$0	N/A
The Leederville Precinct Leedy Artfest	Leederville TC	October	\$7,500	\$7,500	N/A
Remida Magnificent World of Temporary Creations	Hyde Park (suggest different location)	October	\$9,320	\$7,000	N/A
<b>TOTAL</b>			<b>\$543,170</b>	<b>\$274,000</b>	

**Perth Festival**

Event	Event Date	Funding Requested	Funding Recommended	2023/24 Funding
Perth Festival Event No. 1	February	\$40,000	\$40,000	N/A
Perth Festival Event No. 2	February	\$40,000	\$40,000	N/A
<b>TOTAL</b>		<b>\$80,000</b>	<b>\$80,000</b>	

**CONSULTATION/ADVERTISING:**

No consultation required.

**LEGAL/POLICY:**

Community Funding Policy

**RISK MANAGEMENT IMPLICATIONS**

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

The sponsorship agreement also stipulates recipients carry out the events at their own risk and agree to not make any claims against the City and the City shall have no liability or responsibility to the provider with respect to the event.

**STRATEGIC IMPLICATIONS:**

This is in keeping with the City's *Strategic Community Plan 2022-2032*:

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

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

*Our community is satisfied with the service we provide.*

*We are open and accountable to an engaged community.*

**SUSTAINABILITY IMPLICATIONS:**

This does not contribute to any specific sustainability outcomes of the *City's Sustainable Environment Strategy 2019-2024*, however recipients are required through the funding agreement to adhere to sustainable practices.

**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 Sponsorship funding of \$274,000 plus sponsorship of \$80,000 for Perth Festival, to be approved by Council as part of the annual budget for 2024/25.

**COMMENTS:**

The allocation of event funding through Council's 2024/25 budget will not only contribute to the success of various community events, but also have positive impacts on the local economy and social cohesion.

Due to the number of applications and available budget, recommended funding for some events has reduced from last year and not all events can be funded. The events that are well established and have built strong community connections are encouraged to seek additional sponsorship to support their events.

The delivery of these events in collaboration with town teams, community groups, local businesses and not-for-profits builds strong relationships to enhance collaboration, strengthen community bonds and lead to the development of more inclusive and diverse events reflecting the unique needs and interests of the local community.



CITY OF VINCENT

# EVENT SPONSORSHIP 2024 - 2025

Guidelines and Criteria





**The City sees events as an essential part of creating cultural opportunities that make Vincent a lively and connected place for people to enjoy. Events activate town centres and sustain artists and the creative economy.**

Applications are encouraged for sponsorship funding for a variety of events such as art events, family-friendly festivals, concerts, food markets and community and cultural celebrations.

### Important Dates

- Applications open Monday 29 January
- Applications close 4pm Friday 15 March
- Applications approved by Council – Tuesday 28 May
- Applicants notified of outcome – Wednesday 29 May
- Your event takes place between 1 July 2024 – 30 June 2025

### Eligible

Sponsorship is available for:

- Established commercial businesses and incorporated community groups
- Applicants with appropriate insurances and licences (public liability, product liability, general property, and workers compensation)
- Events that are free to attend and are within a public place in the City's **boundary**
- Events held between 1 July 2024 and 30 June 2025
- Events that demonstrate alignment to all criteria within these guidelines

### Not Eligible

Sponsorship is not available for:

- Applicants without an Australian Business Number
- Schools, P&C associations, political or religious groups
- Events that have commenced or begun promotion. The City cannot sponsor retrospectively
- Purchases of capital equipment, insurances, ongoing and recurring staff salaries, including consultant fees
- Applicants with outstanding debt to the City



## Funding

Applicants may apply for sponsorship up to \$40,000. The City will not fund more than half the total cost of the event. Funding will be allocated based on the size and category of the event as per the table below.

Applications will also be assessed in comparison to other applications received to ensure delivery of a diverse event program for the year.

Funding is available for:

- Traffic management
- Staging equipment, audio visual, structures and toilets
- Performers, entertainers and activities
- Art activations
- Marketing and promotion

Event Category	Event Examples	Sponsorship Amounts	Crowds	Scoring based on alignment to the criteria. Each criteria will be rated out of 5
Small events	Community events, Neon Picnic, Footyville	\$5,000 – \$10,000	1,000 – 5,000	A score of at least 50/55
Medium events	Halloween, Arty Farty Christmas Party	\$10,000 – \$20,000	5,000 – 10,000	A score of at least 44/55
Large events	Street festivals, Pride Fairday, St Patricks Day	\$20,000 – \$40,000	10,000+	A score of at least 40/55

## In-kind Support

The City may be able to provide the following as in-kind support

- Accessibility and sustainability guidance
- Advice about Welcome to Country or Acknowledgment of Country
- Additional marketing and promotion
- Waste and recycling services
- Ranger services
- Hire of parks, facilities and use of carparks

## Sponsorship Agreements

Successful applicants will enter into a written agreement with the City to manage the partnership and outline key responsibilities for both parties. The City will be under no obligation to provide sponsorship until both parties have executed the agreement.

## Acquittal Process

An event acquittal is to be submitted by the applicant no later than 60 days after the event.

## Welcome to and Acknowledgment of Country

An Acknowledgment or Welcome to Country is to be given at all events receiving sponsorship from the City.

## Accessibility

The applicant should make every effort to create an event that is accessible for people with disability and the LGBTIQ+ and culturally and linguistically diverse communities.

## Helpful Links

- [Department of Health Guidelines for concerts, events and organised gatherings](#)
- [Strategic Community Plan](#)
- [Town Centre Place Plans](#)

## How to Apply

Click [here](#) to apply. Applications close 4pm, Friday 15 March.

## Canvassing of Elected Members

Canvassing or lobbying to the Mayor, Councillors or City of Vincent employees in relation to any sponsorship application will result in the application being ineligible for sponsorship.

## Contact us

Community and Civic Events Officer  
[mail@vincent.wa.gov.au](mailto:mail@vincent.wa.gov.au) or 9273 6000

## 2024/25 Event Sponsorship Applications – detailed summary

### Event Sponsorship

Event Name	Neon Picnic				
Event Date	15 March 2025				
Event Location	Hyde Park				
Event Organiser	RTRFM 92.1				
Event Description	Neon Picnic is an annual live broadcast of RTRFM at Hyde Park. The family friendly event showcases live local musical talent, free children’s activities, local food trucks and a small bar to raise money for the community radio station. The day will broadcast radio shows Global Rhythm Pot, Homegrown and Drastic on Plastic.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$27,000	\$12,000	\$10,000	Yes	Waste Facility hire Marketing
Sponsorship History	\$10,000 in 2023/24 \$10,000 in 2022/23 \$10,000 in 2021/22 \$5,000 in 2019/20				
Compliant EOI?	Yes				
Administration Recommendations	Recommendation to continue the same level of sponsorship as previous years. RTRFM are a local radio station and attract a large demographic of Vincent listeners to the event.				

## Event Sponsorship

Event Name	Revelation Perth International Film Festival				
Event Date	3 – 7 July 2024				
Event Location	Luna Cinema Leederville, Perth Backlot, Roberts Bar Leederville				
Event Organiser	Revelation Perth International Film Festival				
Event Description	<p>Now in its 28th year, the Revelation Perth International Film Festival is a premiere international film festival event. With its central venue being the Luna Cinemas, it presents more than 150 new international short feature documentary films. It includes talks, workshops, masterclasses, presentations and Australia's only academic conference associated with an international film festival. Along with the film program which includes award winning titles drawn from the international film festival scene, it attracts audiences in the thousands and around 50 filmmakers representing their work alongside producers who seek to acquire new production projects. Taking place over five days with the opportunity to expand to eight with program hit films, the event is a vibrant and vital element of the Australian screen culture and festival environment and regarded internationally as a festival of vision.</p>				
Event is Free	Free workshops and events plus ticketed events priced \$15, \$18 and \$22				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$278,750	\$20,000	\$20,000	Yes	Marketing
Sponsorship History	<p>\$20,000 in 2023/24                  \$20,000 in 2022/23                  \$20,000 in 2021/22                  \$18,000 in 2019/20</p>				
Compliant EOI?	50/50 – due to ticket price				
Administration Recommendations	<p>Revelation Film Festival attracts enthusiasts of film, art and culture, contributing to the town centres vibrancy and offering during the winter season. Should funding be supported, it is recommended that the organisers are requested to ensure a balance of free workshops and events with wide community appeal. The Festival has an established reputation and status, making it appealing to new and alternative sponsorship in future years to ensure its sustainability.</p>				

## Event Sponsorship

Event Name	Reclink Perth Community Cup				
Event Date	6 October 2024				
Event Location	Leederville Oval				
Event Organiser	Reclink Australia				
Event Description	<p>The Reclink Community Cup works with RTRFM each year to celebrate sport, live music, family and community. The event will host AFL games for disadvantaged people with the main event pitting journalists, musicians and politicians against each other to raise funds for Reclink's programs to support disadvantaged communities. The day will feature football, soccer and cricket clinics, children's activities and art classes. Previously held at Fremantle Oval, they are setting up a new base at Leederville Oval to support the local football clubs and Leederville precinct. Their programs provide opportunities for people with disability, CaLD communities, Aboriginal people, people experiencing mental health issues, domestic violence, social isolation, addiction, homelessness, and long-term unemployment.</p>				
Event is Free	Free for children and 'disadvantaged people'. Adults - \$10				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$25,000	\$10,000	\$10,000	Yes	Waste Facility hire Marketing
Sponsorship History	N/A				
Compliant EOI?	50/50 – some ticket entry fees				
Administration Recommendations	<p>Administration recommends supporting this event to celebrate sport, music, community and to provide a platform for disadvantaged people to actively participate. It is recommended Reclink work closely with East Perth and Subiaco Football Clubs to deliver the event with their partnership and support.</p>				

## Event Sponsorship

Event Name	St Patrick Day Festival				
Event Date	March 2025				
Event Location	Leederville Town Centre and Oval				
Event Organiser	St Patricks Day Festival WA				
Event Description	The St Patricks Day Festival provides an opportunity to connect the Australian and Irish communities to celebrate Irish heritage. The event sees people don a shade of green to celebrate the St Patricks Day Parade that flows through to Leederville Oval where people enjoy a day of music, food, stalls and free children's activities.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$205,000	\$30,000	\$20,000	Yes	Waste Parks hire Marketing Facility hire
Sponsorship History	\$20,000 in 2023/24 \$20,000 in 2022/23 \$20,000 in 2021/22 \$20,000 in 2019/20				
Compliant EOI?	Yes				
Administration Recommendations	<p>The St Patricks Day Festival draws a large crowd to Leederville to celebrate Irish culture and heritage. In 2024, there was an increased emphasis on alcohol consumption. Should sponsorship be granted, funding will be conditional on St Patricks Day WA addressing the following issues:</p> <ul style="list-style-type: none"> <li>• Collaborating with the football clubs to foster positive relationships</li> <li>• Ensuring adequate turf care during the event to protect the turf for WAFL games (with pre and post event dilapidation report carried out)</li> <li>• Timely submission of health applications</li> <li>• Addressing previous infringements from Liquor Enforcement to enhance patron safety</li> <li>• Request a refocus of the event on family-friendly activities and a move away from a focus on alcohol consumption.</li> </ul> <p>The sponsorship recommendation considers the City's in-kind support and the event's established reputation, making it an attractive prospect for other sponsors.</p>				

## Event Sponsorship

Event Name	WA Good Food Guide Wine Awards				
Event Date	14 October 2024				
Event Location	Luna Cinema Leederville				
Event Organiser	WA Good Food Guide				
Event Description	The Western Australia Good Food Guide Wine of the Year Awards is a unique accolade to celebrate WA wine growing. It is a benchmark wine award that delivers a relevant, contemporary and easily digestible set of results that defines the contemporary position of WA wines across local wine regions. This year they plan to show Wine Movie Screenings at Luna Leederville with producer pop ups offering wine and tastings.				
Event is Free	No, \$150 tickets				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$50,000	\$5,000	\$0	No	Waste
Sponsorship History	N/A				
Compliant EOI?	No – due to ticket price				
Administration Recommendations	It is recommended the City does not fund the WA Good Food Guide Wine Awards due to the high-ticket price and the focus on wine which does not align with the City's Public Health Plan. The event does not offer wide appeal to the local community.				

## Event Sponsorship

Event Name	Circular				
Event Date	March or April 2025				
Event Location	Mt Hawthorn Halls and Braithwaite Park or Leederville Oval				
Event Organiser	Good Sammy Enterprises				
Event Description	<p>Circular is a sustainable slow fashion market-style gathering uniting individuals, artists, and businesses committed to ethical fashion practices. Set in a vibrant market atmosphere, attendees will discover a curated selection of pre-loved, homemade, and vintage items, promoting the principles of circular fashion. The program includes engaging workshops and presentations educating and promoting sustainable fashion practices. Central to the event is a commitment to accessibility, inclusivity, and community engagement. Recognising the often-overlooked needs of the disability community, Good Sammy prioritise creating an environment welcoming to all. This includes employing staff with disabilities and highlighting the valuable contributions of individuals with disabilities make. Bringing together diverse stakeholders and promoting sustainable fashion choices, the event strives to create a positive impact, both environmentally and socially, while fostering a sense of belonging for all attendees.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$40,000	\$20,000	\$15,000	No	Waste Rangers Facility hire Marketing
Sponsorship History	\$15,000 in 2023/24				
Compliant EOI?	Yes				
Administration Recommendations	<p>The event will prioritise accessibility, inclusivity, and family-friendliness with a significant focus on the importance of sustainability. This event aligns with Vincent’s Access and Inclusion Plan, and Sustainable Environment Strategy. It is recommended the City maintain the same level of sponsorship as 2023/24 and offer in-kind support with the assistance of moving the event to an outdoor venue.</p>				



## Event Sponsorship

Event Name	Jazz Picnic in The Park and Jazz Brunch				
Event Date	6 October and 3 November 2024				
Event Location	Hyde Park and local cafes in Vincent				
Event Organiser	Perth International Jazz Festival (PIJF)				
Event Description	<p>Jazz Brunch began in Vincent in 2023 and is ready to expand in 2024. Eight venues will be delighted with jazz duos and trios to celebrate the cafe and restaurant culture of the City and provide free entertainment in the lead up to the 2024 Perth International Jazz Festival. Venues proposed include Satchmo, Stomp Coffee, Vinyl Cafe, Pixel Coffee, Leaf and Bean, Vincent Wine, The Elford and Mary St Piazza. This will form part of a greater weekend event called "A Jazz Weekend Out" all over the CBD and surrounding suburbs.</p> <p>Jazz Picnic in the Park became a highlight in the PIJF program, becoming one of our most popular events. The event winds up the last day of the Festival and is always a great way to wrap up with local and national jazz talent and the inclusive jazz parade, inviting all ages and abilities to create a New Orleans style brass band through Hyde Park.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$65,000	\$30,000	\$25,000	Yes	Waste Rangers Facility hire Marketing
Sponsorship History	\$25,000 in 2023/24 \$20,000 in 2022/23 \$15,000 in 2021/22 \$30,000 in 2019/20				
Compliant EOI?	Yes				
Administration Recommendations	The Jazz Festival is an inclusive and community-focused series of events, featuring local Perth and national talent. The event application aligns with the Arts Development Action Plan and the Jazz Brunch is growing to include more activation of local Vincent venues.				

## Event Sponsorship

Event Name	City of Vincent Match				
Event Date	12 April 2025				
Event Location	Leederville Oval				
Event Organiser	East Perth Football Club				
Event Description	The City of Vincent Match is a family friendly experience including free children's activities, football games and giveaways. The football club works with the local businesses to bring people to Leederville Town Centre.				
Event is Free	Free for Vincent residents and children under 16. Tickets are \$20 for adults and \$16 for concessions.				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$15,000	\$7,500	\$0	Yes	Marketing
Sponsorship History	Funding was split in 2023/24 (with Subiaco and East Perth each receiving \$2,500 to deliver a joint event)				
Compliant EOI?	50/50 – Free for Vincent residents, and ticket costs to the general community				
Administration Recommendations	It is recommended not to support funding for this event due to the ticket cost. Administration would encourage East Perth Football Club to collaborate on a community sporting match as part of the Reclink Community Cup which has broad ranging community appeal.				

## Event Sponsorship

Event Name	Jazz in The Park				
Event Date	3 November 2024				
Event Location	Hyde Park				
Event Organiser	Brenda Lee				
Event Description	Jazz in the Park will feature local jazz singers and musicians performing an elegant repertoire of classic jazz from the greats including Ella Fitzgerald, Billie Haliday, Antonio Carlos Jobim and Diana Krall. This will be an ideal setting where the community can picnic on the grass and relax while listening to smooth and elegant jazz.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$6,040	\$3,050	\$0	No	Facility hire Marketing
Sponsorship History	N/A				
Compliant EOI?	Yes				
Administration Recommendations	It is recommended the City does not fund Jazz in the Park and instead encourage Brenda Lee to work with the Perth International Jazz Festival who already deliver an established Jazz event on the same date at Hyde Park.				

## Event Sponsorship

Event Name	KCSG Teen Quiz Night				
Event Date	13 July 2024				
Event Location	Mount Hawthorn Main Hall				
Event Organiser	Kids Cancer Support Group (KCSG)				
Event Description	KCSG is an organisation supporting families in WA who have been impacted by a childhood cancer or blood disorder diagnosis. Childhood cancer can be isolating and KCSG's Quiz Night would be held for KCSG community teens and their support networks and offer connection and a safe and trauma informed evening for young people. The night will include raffles, games, information sessions, and mental health specialists offering support to connect our young people to one another but also to connect them to a wider support system.				
Event is Free	Yes for KCSG families				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$15,000	\$10,000	\$0	No	Waste Facility Hire
Sponsorship History	N/A				
Compliant EOI?	Yes				
Administration Recommendations	It is recommended the City provide a donation as well as in-kind support for the Quiz Night instead of event sponsorship given that the event would not be open to the general public.				

## Event Sponsorship

Event Name	After Dark 5				
Event Date	2 May 2025				
Event Location	The Pickle District				
Event Organiser	The Pickle District				
Event Description	<p>The Pickle District is a designated arts district within the City avidly followed by the community for its creative events. Light shows, exhibitions, live music, moving theatre, the district's After Dark Series has become an important part of the Perth arts scene. The triumphant role out of After Dark 1, 2, and 3 led to the emergence of the hugely successful After Dark 4 in 2023. In 2025 the district will develop a free roving art crawl, open access to art galleries, movie theatres, exhibitions, live music and those amazing light projections and wrap with an After Party at Old Habits.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$100,000	\$30,000	\$30,000	Yes	Waste Marketing
Sponsorship History	<p>\$30,000 in 2023/24            \$30,000 in 2022/23            No application in 2021/22            \$20,000 in 2019/21</p>				
Compliant EOI?	Yes				
Administration Recommendations	<p>It is recommended that funding is approved at last year's level as the event has proven itself as a quality art crawl, highlighting art organisations in the Pickle District. It showcases the district's diverse range of artists and venues while delivering engaging experiences for event goers.</p>				

## Event Sponsorship

Event Name	Beaufort Beats 2024				
Event Date	4 August 2024				
Event Location	Beaufort Street venues – The Elford, The Beaufort, Queens Hotel, Si Paradiso, Mary Street Piazza				
Event Organiser	The Beaufort Street Network				
Event Description	Beaufort Beats will be a new event brought to Beaufort Street, inviting local musicians to bring live music to local venues. Each venue will be themed to their demographic including soul, blues, alternative and electro-pop. Local school bands will be invited to perform at Mary Street Piazza and RTRFM and Noongar Radio engaged to be part of the action. The event will be a collaboration between Beaufort Street Network and Cut Above Collective, a local artist management and booking agency.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$8,000	\$6,000	\$4,000	Yes	Marketing Facility hire
Sponsorship History	New event, no sponsorship provided previously				
Compliant EOI?	Yes				
Administration Recommendations	Beaufort Beats is a new event to celebrate local talent and enhances the vibrancy of Mt Lawley and Highgate. This event provides a great opportunity for the Network to engage with local businesses and build capacity for the Town Team.				

## Event Sponsorship

Event Name	Dogtober				
Event Date	Saturday and Sunday in October 2024				
Event Location	Birdwood Square and Mary Street Piazza				
Event Organiser	The Beaufort Street Network				
Event Description	Beaufort Street Networks annual Dogtober event will find a new home at Birdwood Square to create a welcoming festival atmosphere to pets and pet owners. The event includes the hugely popular dog show, market stalls, dog yoga, free children's activities and this year, a dog agility field. The Sunday is a dog adoption day.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$11,000	\$10,000	\$5,500	No	Waste Rangers Facility hire Marketing
Sponsorship History	\$7,000 in 2023/24 \$7,000 in 2022/23				
Compliant EOI?	Yes				
Administration Recommendations	Administration supports the new location on the Saturday at Birdwood Square with a smaller event at Mary St Piazza on the Sunday. With demonstrated growth and popularity in the community over the years, the event offers an engaging activity for all to enjoy.				

## Event Sponsorship

Event Name	Beaufort Street Christmas Festival				
Event Date	7 December 2024				
Event Location	Mary Street Piazza, Kaadajiiny Lane, Mereny Lane, St Alban's Avenue and Church				
Event Organiser	The Beaufort Street Network				
Event Description	<p>The 2024 Beaufort Street Christmas Festival will be expanding with a children's train station offering activities across multiple locations to spread the event site to capture local businesses and activate laneways. Families will enjoy roving entertainers along Beaufort Street, Mary Street Piazza will be filled with live music, Santa will be available for photos in Kaddajiiny Lane, Mereny Lane will feature craft activities and St Alban's Church and Avenue will host inflatables, face painting, market stalls, carols and a popup op shop.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$20,000	\$15,000	\$10,000	Yes	Waste Rangers Facility hire Marketing
Sponsorship History	<p>\$5,000 in 2023/24            \$5,000 in 2022/23            \$15,000 in 2021/22            \$30,000 in 2019/20</p>				
Compliant EOI?	Yes				
Administration Recommendations	<p>Having taken previous feedback into account, the Beaufort Street Network are proposing to broaden the Christmas festival by incorporating laneways and shared spaces beyond the church premises. This expansion aims to establish a stronger connection with local businesses. To support this change and encourage greater participation from local businesses, it is recommended the City increase sponsorship of the event from last year.</p>				



## Event Sponsorship

Event Name	Mount Hawthorn Streets and Laneways Festival				
Event Date	30 March 2025				
Event Location	Mount Hawthorn Town Centre				
Event Organiser	Mt Hawthorn Hub				
Event Description	<p>Mount Hawthorn Streets and Lanes Festival is an icon event which brings local business and the community together in a vibrant street festival. Launched in 2016 the festival has built a visitor base of 45,000 people and now there are firm plans in place to revitalise this family fun day with pop up attractions, alfresco offerings, weird and wonderful art activations, roving entertainers and a whole heap more. The event will become a platform to reinvigorate new life into the Mt Hawthorn Town Team and engage old and new local traders. Town Teams are essential for creating resilient communities, improving places, and fostering a sense of collective purpose.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$100,000	\$30,000	\$30,000	Yes	Waste Rangers Marketing
Sponsorship History	<p>In 2023/24 Palace J requested \$40,000 for this event but were granted \$20,000 by Council. They were unable to proceed with the event with this level of sponsorship. 2018/19 Mt Hawthorn Hub received \$45,000 in sponsorship.</p>				
Compliant EOI?	Yes				
Administration Recommendations	<p>The revival of the Mt Hawthorn Streets and Laneways Festival will promote local businesses, provide opportunities for artists and performers to cultivate a lively town centre. With growing support from residents and local businesses for the event's return, the sponsorship recommendation aims to support the re-establishment of the large-scale event in the community.</p>				

## Event Sponsorship

Event Name	The Provedores Market				
Event Date	5 October, 9 November, 7 December 2024 and 8 March and 5 April 2025				
Event Location	Pisconeri, Hobart Street Mt Hawthorn				
Event Organiser	The Provedores Market				
Event Description	The Provedores Market is an authentic Italian food market and community event celebrating all things Italy with food, wine, music and culture. There is an offering of amazing food, fresh produce, an outdoor licensed bar, live music, free tastings, free pasta classes and children's activities. Local artisans sell handcrafted products such as jewellery, pottery, artwork, bags, and clothing.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$20,000	\$10,000	\$10,000	No	Rangers Marketing
Sponsorship History	Road closures provided in 2023 for Christmas and Easter, \$4,620 total				
Compliant EOI?	Yes				
Administration Recommendations	Administration supports this application to provide The Provedores Markets with scope to hold more events throughout the year. The market is enjoyed by the local community and is a great opportunity to promote cultural diversity, support local businesses and celebrate Italian culture in Vincent.				

## Event Sponsorship

Event Name	Washing Lane "WAY" Activation				
Event Date	20 September – 6 October 2024				
Event Location	Washing Lane Perth				
Event Organiser	Golden Sea Property Developments Pty Ltd				
Event Description	<p>Washing Lane "WAY" Activation is a place activation that launches the conversion of Washing Lane to an inner-city lane. It is an event to attract people to a pedestrian mall and a currently underused space to linger longer and enjoy the local businesses and unique quirky culture in a car free environment. It is an opportunity to work with local businesses, artists and organisations to build a connected community and vibrant place. Redefining the use of the space and creating a new "WAY" in Perth with inspiring installations, interesting activities, local art initiatives, comfortable street furniture, colour, life and movement. The activation will have a strong visual impact with quirky kinetic art, community interactive art programs, street performances, graphic treatments on existing paving, welcoming pop-up street furniture, added temporary shade and plants. The proposed program of events includes a media launch, interactive community art projects, instagrammable selfie inducing static art installations, musical performances, food offerings, inspiring connections and pride in the area.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$322,690	\$40,000	\$15,500	Yes	Marketing
Sponsorship History	N/A				
Compliant EOI?	Yes				
Administration Recommendation	Sponsorship for this activation is recommend to assist the revitalisation of the underused space, creating a vibrant car-free environment to attract people to linger longer. It is an opportunity to collaborate with businesses and artists to deliver engaging activities and visual appeal to the area.				

## Event Sponsorship

Event Name	Night of Lights				
Event Date	7 December 2024				
Event Location	Hyde Park				
Event Organiser	Colombian Association of WA Inc "CAWA Inc"				
Event Description	<p>The Night of the Lights is a loved tradition among Colombians, symbolising gratitude for the year and fostering closeness with loved ones. It marks the start of the Christmas season, offering a chance for celebration and reflection. This year, CAWA Inc aims to bring the community together and share joy and tradition with the diverse communities of Perth. The vision is to organise a large-scale event showcasing Colombian culture through food, music, and cultural exhibitions. The event will feature traditional Colombian dishes, music, dance performances, and cultural displays, providing attendees with an immersive experience.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$15,000	\$7,500	\$7,000	Yes	Facility hire Waste Marketing
Sponsorship History	N/A				
Compliant EOI?	Yes				
Administration Recommendations	Night of Lights provides a new and unique multi-cultural offering to Vincent. CAWA Inc aims to unite communities of Perth by sharing joy and tradition through a large-scale event showcasing Colombian culture.				

## Event Sponsorship

Event Name	Dinner at Murder Mansion				
Event Date	13, 14, 15, 16 March 2025				
Event Location	North Perth Town Hall				
Event Organiser	Emma Humphreys				
Event Description	<p>Dinner at Murder Mansion is an immersive murder mystery comedy, featuring a cast of West Australian performers and a script from an award winning West Australian writer. The show sees the North Perth Town Hall turn into the stately home of the esteemed Count Murder, at which participants arrive as invited guests for a very important dinner. The Count has a severe case of amnesia, stemming from the night the Countess died in a terrible accident, and he has sent out a call for anyone who can help him get his memory back to present themselves this night at the Mansion. Many have come, everything from a cutting edge scientist to a famous magician, all hoping to be the one to restore the Count's memory and receive a large cash reward. Funny, original and completely engaging, Murder at Mansion is designed to appeal to anyone who's looking for a light-hearted night out.</p>				
Event is Free	\$59 Adult and \$49 concession				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$43,000	\$9,800	\$0	Yes	Facility hire
Sponsorship History	N/A				
Compliant EOI?	No – due to ticket price				
Administration Recommendations	It is recommended the City does not fund the Dinner at Murder Mansion due the high-ticket cost. The event is confined to the Town Hall and will be limited in its audience and will provide minimal economic benefit to the town centre.				

## Event Sponsorship

Event Name	Hyde Park Festival				
Event Date	2 and 3 March 2025				
Event Location	Hyde Park				
Event Organiser	Rotary Club of North Perth				
Event Description	The Hyde Park Festival has been running for 36 years and is Perth's oldest and most loved community event. Like previous years, the festival will offer a vast array of family activities, family fun zone, amusement rides, arts and crafts, entertainment, food and over 250 stalls. The event draws a huge crowd over the two-day festival				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$153,000	\$20,000	\$15,000	Yes	Waste Rangers Facility hire Marketing
Sponsorship History	\$15,000 in 2023/24 \$15,000 in 2022/23 \$15,000 in 2021/22 \$15,000 in 2019/20				
Compliant EOI?	Yes				
Administration Recommendations	It is recommended sponsorship remain the same as previous years as the City provides a wide range of in-kind support to this well-established event in addition to sponsorship. It is also recommended the City once again offer Birdwood Square to use as over-flow parking to reduce the traffic impact on local residents. Engineering to also review traffic management planning prior to approving the event.				

## Event Sponsorship

Event Name	Mt Hawthorn Mural Festival				
Event Date	Between 1 September – 31 March 2025				
Event Location	Mt Hawthorn Town centre				
Event Organiser	Sioux Tempestt				
Event Description	<p>Artist Sioux Tempestt, highly skilled mural artist, and emerging artists (including Seantelle Walsh and Tessa Dorotich) are proposing to paint murals throughout Mt Hawthorn over a seven day period as a way to engage with the community and create contemporary murals fitting for Mt Hawthorn. It is anticipated six murals will be delivered centred around the intersection of Scarborough Beach Road and Coogee St.</p> <p>The event will include a variety of creative workshops and events. Activating the Mt Hawthorn area and creating a buzz, getting people to visit, explore, connect and enjoy. Leave a lasting artistic legacy of vibrancy and colour which encourages people to visit the area from afar and enjoy a mural trail.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$40,000	\$20,000	\$10,000	Yes	Marketing
Sponsorship History	N/A				
Compliant EOI?	Yes				
Administration Recommendations	<p>The event focuses on delivering six murals in Mt Hawthorn which would receive co-funding from local businesses. It is recommended the proposed number of murals be reduced and the event should include more elements of free community involvement. Suggest some of this event could be run as part of the Mt Hawthorn Streets and Laneways Festival in March where there will already be a festive atmosphere.</p>				

## Event Sponsorship

Event Name	Leederville Connect Events Calendar				
Event Date	July 2024 – June 2025				
Event Location	Leederville Town Centre				
Event Organiser	Leederville Connect				
Event Description	<p>This year Leederville Connect have put together a program focused on the arts and cultural sectors inviting youth and Indigenous participation. The Event calendar includes:</p> <p>Laneville Long Table - An event to bring the streets to life with the long table dinner in Electric Lane reimagined with the EATerville theme.</p> <p>Arty Farty - The family Christmas event in the Village Square. Bubbles, kites, lights and music from School of Rock.</p> <p>Open Streets - As part of Ride to School Week, partnering with Town Team Movement, West Cycle and the Department of Transport to put on the annual Open Streets event.</p> <p>Laneville Youth Fest - Music festival connecting music students at TAFE and the School of Rock.</p> <p>Open Streets! – held on six Friday’s for everyone to enjoy the Summer vibes, with a variety of activities and giveaways sponsored by local businesses and a local musician performing at each event.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$45,000	\$30,000	\$22,500	Yes	Waste Facility hire Marketing
Sponsorship History	<p>\$25,000 in 2023/24</p> <p>\$32,500 in 2022/23</p> <p>\$5,000 in 2021/22</p> <p>\$40,000 in 2019/20</p>				
Compliant EOI?	Yes				
Administration Recommendations	Leederville Connect are proposing to introduce new events to their calendar, including Laneville Youth Fest and Open Streets! engaging more local community groups to be involved. Leederville Connect have a strong relationship with local businesses and provide a range of events to engage the local community.				



## Event Sponsorship

Event Name	Nom Nom Festival				
Event Date	7 July – 18 August 2024				
Event Location	Locations within Leederville Town Centre				
Event Organiser	The Leederville Precinct				
Event Description	<p>Nom Nom Festival is a six week celebration of food, wine, and good times in the heart of Leederville. The festival calendar will include a range of food and beverage led experiences; long lunches, set menu dinners, cooking workshops, cocktail masterclasses; as well as live music, comedy, and theatre events. In addition to ticketed events, there will be a variety of free events and activations throughout the festival, including a range of Indigenous led workshops and events during NAIDOC week to kick off the festival. The festival will showcase Leederville’s finest in food, beverage, and entertainment experiences to the whole of Perth. Last year Nom Nom Festival was run as an internal promotion at The Leederville Precinct, however in 2024 it is proposed to collaborate with a range of other businesses in Leederville to make this festival a suburb-wide affair. It is proposed 14 – 20 local businesses will be running their own events and activations under the festival banner, including restaurants, small bars, cafes, and live music venues. It is anticipated 40+ unique events and activations will be delivered.</p>				
Event is Free	Both free and ticketed components				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$21,000	\$10,500	\$0	Yes	Marketing
Sponsorship History	N/A				
Compliant EOI?	Uncertain which events will be free of charge - most will be at a cost.				
Administration Recommendations	It is recommended the City does not fund the Nom Nom Festival as the funds from the City will be primary used to support the marketing campaign and most events will happen within venues, not in public open spaces. It is recommended the City provide marketing support for the Festival through promotion on the City’s social media and website.				

Event Sponsorship

Event Name	WA All Stars Charity Game				
Event Date	1 March 2025				
Event Location	Leederville Oval				
Event Organiser	Suited Events				
Event Description	<p>The WA All Stars Game is set to unite WA’s elite ex-AFL players for a noble cause raising vital funds to support mental health programs. Attracting a crowd of 3,780 the 2024 event witnessed a stellar lineup including Matthew Pavlich, Alex Rance, Matt Priddis, Robert Murphy, Troy Cook, Andrew Embley, Chance Bateman, David Zaharakis, Brett Peake, Adam Selwood, and Will Schofield. A crowd of 6,000 plus is anticipated in 2025. Surrounding the on-field action are pop-up bars, food stalls, and family-friendly zones, all set against the backdrop of live entertainment. The event is a platform for championing a worthy cause and leaving a positive mark on the community. The Happiness Co Foundation embodies an action-oriented ethos, recognising the significance of holistic approaches in effecting positive change. The Happiness Co Foundation embarks on a transformative journey delivering tailored mental health workshops to football clubs statewide. These workshops empower players and coaches alike with practical tools to bolster their emotional resilience and mental well-being.</p>				
Event is Free	<p>Adult - \$25. Junior 6 – 15 years - \$15. Children under 5 free            Family pass - \$70. Concession - \$17. VIP Package - \$225            Up to 50% discount for City of Vincent residents</p>				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$211,957	\$50,000	\$0	Yes	Waste Facility hire Marketing
Sponsorship History	In-kind support provided in 2023/24 for the hire of the oval				
Compliant EOI?	No – due to ticket prices				
Administration Recommendations	The application is not eligible due to the ticket prices although Administration does support the event and The Happiness Co Foundation raising funds for mental health. It is recommended the City provide in-kind support, offering bins, oval hire and marketing support.				

Event Sponsorship

Event Name	Greek Festival				
Event Date	TBC				
Event Location	E&D Litis Stadium				
Event Organiser	Floreat Athena				
Event Description	Greek Festival is all about celebrating Greek culture through food, music and dancing and is open to everyone regardless of whether they have a Greek background. This will be an opportunity to showcase to the greater community everything that Greece has to offer.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$20,000	\$10,000	\$0	No	Waste Facility hire
Sponsorship History	N/A				
Compliant EOI?	Uncertain				
Administration Recommendations	The event funding application did not provide the level of detail required to make a determination on this event. The City is therefore unable to recommend sponsorship for the Greek Festival. Instead, the City may consider offering in-kind support and Floreat Athena is encouraged to submit a more comprehensive application in 2025/26.				

## Event Sponsorship

Event Name	Leedy Artfest				
Event Date	6 October 2024				
Event Location	The Leederville Precinct and Electric Lane				
Event Organiser	The Leederville Precinct				
Event Description	<p>Leedy Artfest is a celebration of the arts within The Leederville Precinct, consisting of a range of creative activities and activations. Run in collaboration between The Leederville Precinct and Plastic Jungle Art Markets, this event will include an art market with 80+ local stallholders, kids art activations, live music and entertainment, poetry readings, artist talks, painting and sculpture workshops and live mural painting.</p> <p>Partnering with established artists and arts organisations like Spare Parts Puppet Theatre, Voxlab, Tim Meakins and Rook Ari Studio to deliver site-specific art activations to transform the event space into a vibrant street gallery. The market stalls and kids activities will take place primarily in Electric Lane, with additional activations inside the communal piazza areas within The Leederville. The event will be free, with the exception of some ticketed workshops. The aim of this event is to provide an accessible, inclusive and vibrant time and place for a range of local arts businesses and organisations to showcase their respective crafts, and engage with the local Leederville community.</p>				
Event is Free	Free, including some ticketed workshops and classes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$15,000	\$7,500	\$7,500	Yes	Marketing
Sponsorship History	N/A				
Compliant EOI?	Yes				
Administration Recommendations	Administration recommends sponsoring Leedy Artfest as the event provides a high-quality range of creative activities to all ages. The event will take over Electric Lane and collaborate with local businesses, arts organisations and artists.				

## Event Sponsorship

Event Name	The Magnificent World of Temporary Creations				
Event Date	5 October 2024				
Event Location	Hyde Park				
Event Organiser	Remida WA				
Event Description	<p>The Magnificent World of Temporary Creations is a wonderful chance for families, individuals and small groups to come together and create a range of temporary artworks and play spaces. Participants will have the chance to experience a range of activities, from constructing adult-sized forts, big and small temporary artworks, play spaces and more, each is designed to be temporary, and the experience will be recorded digitally. The aim is to create memories rather than waste as participants engage in the experience within ReMida's Postdiscardism framework, a zero-waste creative expression and play model.</p>				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$17,500	\$9,320	\$7,000	No	Waste Facility hire
Sponsorship History	N/A				
Compliant EOI?	Yes				
Administration Recommendations	<p>This event provides a unique opportunity to come together and engage in creative expression through construction of temporary artworks and play spaces. The event promotes zero-waste practices and a unique offering to the Vincent community. To spread events across diverse locations through Vincent, it is recommended this event should take place in an alternative location such as Braithwaite Park, North Perth Common or Banks Reserve.</p>				

## Event Sponsorship

Event Name	Perth Festival Event No. 1				
Event Date	7 February – 2 March 2025				
Event Location	Under Embargo				
Event Organiser	Perth Festival				
Event Description	All materials submitted in this application are confidential including all artists and programming until Perth Festival Official Launch Date.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$630,000	\$40,000	\$40,000	Yes	Waste Facility hire Marketing
Sponsorship History	N/A				
Compliant EOI?	Yes				
Administration Recommendations	<p>Perth Festival submitted a strong application, the details of which are contained in confidential attachments and currently under embargo.</p> <p>It is recommended funds be allocated from a separate budget to provide funding flexibility.</p>				

## Event Sponsorship

Event Name	Perth Festival Event No. 2				
Event Date	Friday, Saturday and Sundays 7 February – 2 March 2025				
Event Location	Under Embargo				
Event Organiser	Perth Festival				
Event Description	All materials submitted in this application are confidential including all artists and programming until Perth Festival Official Launch Date.				
Event is Free	Yes				
Sponsorship Request	Event Budget	Funding Request	Funding Recommendation	Seeking other Sponsors?	In-Kind Support Requested
	\$500,000	\$40,000	\$40,000	Yes	Waste Facility hire Marketing
Sponsorship History	N/A				
Compliant EOI?	Yes				
Administration Recommendations	<p>Perth Festival submitted a strong application, the details of which are contained in confidential attachments and currently under embargo.</p> <p>It is recommended funds be allocated from a separate budget to provide funding flexibility.</p>				

## 2024/25 Event Sponsorship Applications by event category

The following is an indicative breakdown of event applications by category noting that some events could be classified under multiple categories.



### Community Focused

- Circular
- Dogtober
- The Magnificent World of Temporary Creations
- KCSG Teen Quiz Night

### Sporting Events

- ReLink Perth Community Cup
- City of Vincent Match
- WA All Stars Charity Game

### Food and Drink Focused

- WA Good Food Guide Wine Awards
- The Provedores Market
- Dinner at Murder Mansion
- Nom Nom Festival

### Music/Arts & Culture

- Jazz Picnic in the Park and Jazz Brunch
- Perth festival Event No. 1
- Jazz in the Park
- Revelation Perth International Film Festival
- After Dark 5



- Beaufort Beats 2024
- Washing Lane 'WAY' Activation
- Perth Festival Event No. 2
- Mount Hawthorn Mural Festival
- Leedy Artfest
- Neon Picnic

### **Festivals/Large Events**

- St Patricks Festival – *Multicultural*
- Beaufort Street Christmas Festival
- Mount Hawthorn Streets and Laneways Festival
- Hyde Park Festival
- Leederville Connect Events Calendar

### **Multicultural**

- Night of Lights
- Greek Festival

## 2023/2024 City of Vincent Event Sponsorship

<b>Event</b>	<b>Amount</b>
Revelation Perth International Film Festival	\$20,000
East Perth Football Club Footyville with Subiaco Football Club	\$2,500
LOOP By Good Sammy	\$15,000
Junkadelic Brass Band WAHonk Fest 2023	\$0
Multicultural Services Centre of WA Communities Connect Multicultural Mental Health Expo	\$0
Beaufort Street Network Dogtober	\$7,000
Perth International Jazz Festival Jazz Picnic in The Park and Jazz Brunch	\$25,000
Pride WA PrideFEST Fairday	\$20,000
Palace J Mt Hawthorn Streets Festival	\$20,000*
FEVER Candlelight: Best of Movie Soundtrack	\$12,000
Beaufort Street Network Christmas Festival	\$5,000
Floreat Athena Mt Hawthorn NYE	\$10,000
Rotary Club of North Perth Hyde Park Festival	\$15,000
St Patricks Day Festival	\$20,000
Kena Cabral Morales Multicultural Market	\$0
RTRFM Neon Picnic	\$10,000
North Perth Primary School 125 <sup>th</sup> Year Anniversary	\$0
Subiaco Football Club City of Vincent Match with East Perth Football Club	\$2,500
Perth Swing Hullabaloo Fair	\$0
The Pickle District After Dark	\$30,000
Leederville Connect Leederville Town Centre Events	\$25,000
Centrestage Recording Studio Seniors Concert Series	\$10,000
Julie Rosario Vincent Open Studios	\$0
<b>TOTAL EVENT SPONSORSHIP</b>	<b>\$254,000</b>