



CITY OF VINCENT

FESTIVAL & EVENTS

SPONSORSHIP APPLICATION

2018/19



FESTIVAL AND EVENT SPONSORSHIP 2018-2019

The City of Vincent believes that festivals and events are important as they highlight our businesses, art, music and culture whilst fostering community spirit and positive atmosphere. Festivals and events can assist in creating positive local identity and it's the aim of the City that all events sponsored, have a direct positive impact on the City, the local community and businesses.

Event Categories

Get creative! The City would like to support a wide range of events which may range from community events to art activations, roving entertainment and beyond!

COMMUNITY
EVENT

STREET
FESTIVAL

ART
ACTIVATION

YOUNG
PEOPLE
FOCUSED
(12-25)

CONCERT

ROVING
ENTERTAINMENT

POP UP

OTHER

Have you thought about having your event in a Town Centre reserve? Or perhaps Leederville Oval?

IMPORTANT DATES

APPLICATIONS OPEN – MONDAY 12 FEBRUARY

APPLICATIONS CLOSE – FRIDAY 9 MARCH AT 4PM

Submit your application to mail@vincent.wa.gov.au titled Festival and Event Sponsorship 2018-2019

FUNDING

Applicants can apply for sponsorship between \$5,000 - \$50,000. The City cannot fund more than 50% of your event.

The City's sponsorship may be used for:

- Traffic Management
- Toilet hire
- Staging, PA and temporary structures
- Performers, entertainers and activities
- Marketing and promotion

Unfortunately sponsorship is not available for the following

- Schools, P&C associations or political groups
- Projects that interest a niche group and don't include a wide section of the community
- Events and programming that have commenced or begun promotion, the City cannot sponsor events retrospectively
- Capital equipment purchases
- Ongoing and recurrent staff salaries, including consultant and staff fees
- More than one request in the same financial year
(you may apply for multiple or a series of events in the one application)
- Organisations that have an outstanding debt to the City of Vincent

If your project doesn't fit these funding criteria, take a look at the other City of Vincent funding opportunities [here](#).

IN-KIND SUPPORT

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

- Guidance to improve accessibility and environmental sustainability at your event
- Marketing and promotion of your event
- General waste and recycling
- Rangers Services
- Hire of parks and facilities

ELIGIBILITY

Festival and Event Sponsorship is available for events that:

- Are free to attend
- Are held in public places within the [City of Vincent boundary](#)
- Are held between 1 July 2018 and 1 July 2019
- Can demonstrate an economic benefit to local businesses
- Provide social benefit, entertainment and cultural opportunities to the community
- Have a widespread appeal and actively engage local residents and businesses in the City



ASSESSMENT CRITERIA

- Criteria 1** Demonstrate how the event will aim to increase economic benefit to local businesses (this may include but not limited to evidence of local business consultation and collaboration, consideration of the City's [Town Centre Place Plans](#), and/or letters of support)
- Criteria 2** Demonstrate how the event will provide social benefit and consider community and cultural engagement (this may include but not limited to evidence of consultation and or collaboration with local not for profits and/or letters of support and consideration of the City's Reconciliation Action Plan).
- Criteria 3** Provide details on the target demographics and how this event will encourage involvement for them to participate. Also consider how the project will have widespread appeal and actively engage local residents.
- Criteria 4** Provide guarantee you can deliver the event, which should include history of previous work, evidence of funding sources, evidence of the capacity of the organisation's commitment to deliver on outcomes.

ACKNOWLEDGEMENT OF COUNTRY

An Acknowledgement or Welcome to Country is to be given at all events receiving sponsorship from the City of Vincent. We can point you in the right direction for this.



POST EVENT REPORTING

Successful applications are required to submit a post event report or acquittal up to 60 days after the event. This report will detail information as follows:

- How the event met the outcomes in the sponsorship application
- How many local businesses were engaged
- Attendance numbers
- Evaluation including any surveys and/or Culture Counts report
- Marketing, promotion and social media analysis and results
- Website links
- Budget overview

HELPFUL HINTS

If you are successful, we will require further information from you, such as the event application form below. Please make yourself familiar with these:

- [Event Information Pack](#)
- [Department of Health Guidelines for concerts, events and organised gatherings](#)

FAQS

'I would like the City to support my event, but I want to apply for less than \$5,000'

We have a variety of other community funding and grants up to \$5,000 you may be eligible for. You can find out more [here](#).

'What is the sponsorship process, and when will I find out if I'm successful?'

The sponsorship applications close on Friday 9 March at 4pm. Once we receive your application you will receive a receipt (if you do not receive this, please contact the City as soon as possible). Your application will then be assessed by an internal panel and a Council report will be prepared. In May, Council will decide on the sponsorship allocations for festivals and events, with the budget being confirmed and adopted at the July Council meeting. You will be notified following this meeting if your event was successful or not. You will then be requested to provide us with further relevant documents and we will formalise an agreement.



'I was successful in receiving sponsorship for my event, when will I receive the funds?'

Once the 2018/19 budget is adopted and your agreement has been executed, you will be able to invoice the City of Vincent for the full sponsorship amount less the bond, which is released once your event has concluded and you have provided the acquittal.

'What are the next steps once I'm successful and can start planning my event?'

You've taken off your party hat and put away the champagne and now it's time to plan your event! You will need to complete an [event application form](#) so that we can provide assistance, and let you know what permits you may require. Also, if your event is happening at a reserve this is the time for you to lock your event in.

When we have all this information, we will arrange a meeting with your team and our team to get things moving.

'If I'm successful what sponsorship obligations will I need to abide by?'

Each event is different and if successful sponsorship obligations will be listed in your funding agreement. At a minimum we will require:

- Logo recognition on all event promotional material
- Logo recognition on event website if applicable
- Sponsor profile on event website if applicable
- Opportunity to display City of Vincent signage at the event

TERMS AND CONDITIONS

Successful applicants will be required to enter into an agreement with the City of Vincent to manage the partnership and outline key responsibilities for both parties.

Canvassing or lobbying to the Mayor, Councilors or City of Vincent Employees in relation to your sponsorships application will result in your application being ineligible for sponsorship. Should you have any questions in relation to your application, please contact the City's Marketing and Communications Team on 9273 6000 or mail@vincent.wa.gov.au

FURTHER INFORMATION

If you would like to know anything further or have a chat about what you have planned, please contact us on 9273 6000 or mail@vincent.wa.gov.au

APPLICATION FORM

CONTACT DETAILS

Contact Person:			
Organisation:			
Address:			
Phone Number:			
Email Address:			
ABN:			
Is your organisation incorporated?	Yes	Number:	No
Is your organisation a social enterprise?		Yes	No
Do you have public liability insurance?		Yes	No

EVENT DETAILS

Event Name:				
Event Date:				
Event Location:				
Brief Description of Activities Planned:				
Is it a free event?	Yes	No	Ticket Price:	

EVENT CATEGORY

COMMUNITY EVENT	STREET FESTIVAL	ART ACTIVATION	YOUNG PEOPLE FOCUSED (12-25)	CONCERT	ROVING ENTERTAINMENT	POP UP	OTHER
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BUDGET

What is the overall budget for your event?	\$	
What is the amount sought from the City?	\$	
Do you have any outstanding acquittals with the City?	Yes	No
Are you sourcing external funding? If so please list below	Yes	No

BUDGET TABLE

Your budget should be balanced so that the income column and the expenditure columns show the same total. This will demonstrate that you have sourced sufficient income to meet all of the project/event expenses. If you require extra space, feel free to attach a budget table separately.
Friendly reminder: The City cannot fund more than 50% of the cost of your event.

Income source and description	\$	Expenditure Description	\$
Total		Total	

WILL YOU BE REQUESTING ANY OF THE FOLLOWING IN KIND SUPPORT FROM THE CITY OF VINCENT?

Waste and recycling	Rangers Services	Park and Facilities hire	Use of carpark	Marketing Support

ASSESSMENT CRITERIA - To find out more on the four creteria, click [here](#)

Criteria 1	
Criteria 2	
Criteria 3	
Criteria 4	

DOES YOUR EVENT CONSIDER THE FOLLOWING FACTORS

Pram Access	Seniors	Wheelchair Access	Bike Parking	Environmentally friendly
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