



CITY OF VINCENT

# FESTIVAL AND EVENT SPONSORSHIP

GUIDELINES | 2023/2024



The City of Vincent 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 place spaces, sustain artists and the creative economy.

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

## IMPORTANT DATES

<b>8 February</b> Applications open	<b>6 April</b> Applications close	<b>20 June</b> Applications approved by council	<b>Party Time!</b>
--	--------------------------------------	---	--------------------

## 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 2023 and 30 June 2024
- 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 is available for:

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

## 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 even that is accessible for people with disability and the LGBTIQ+ and culturally and linguistically diverse communities.

## HELPFUL HINTS

- [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 6 April at 4.00pm.**

## 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

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