



CITY OF VINCENT

EVENT SPONSORSHIP

GUIDELINES AND CRITERIA | 2026 - 2027





Events play a vital role in creating cultural experiences that make Vincent a vibrant, welcoming and connected community. They bring our town centres and parks to life while supporting artists and strengthening the creative economy.

We welcome applications for sponsorship for a wide range of events including art showcases, family-friendly festivals, concerts, food markets and cultural celebrations.

IMPORTANT DATES

- Applications open: 9am, Monday 2 February
- Applications close: 4pm, Friday 13 March
- Applications approved by council: Tuesday, 19 May
- Applicants notified of outcome: Wednesday, 20 May
- Your event takes place between 1 July 2026 – 30 June 2027

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 or low-cost. For an event to be considered low-cost the entrance fee or ticket price must be minimal
- Events in a public place within the City's **boundary**
- Events held between 1 July 2026 and 30 June 2027
- Events that are smoke and vape free
- Events open to the public
- Events that demonstrate alignment with all criteria within the 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 promotion. The City cannot sponsor retrospectively
- Purchases of capital equipment, insurances, ongoing and recurring staff salaries, consultant fees
- Applicants with outstanding debt to the City
- Applicants that have failed to satisfactorily acquit previous event funding
- Applications that are incomplete or missing information



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 be assessed comparatively to ensure a diverse event program, with sponsorship to be allocated based on the event size and scale and how well the application meets the criteria.

Event category	Crowds*	Sponsorship amounts	Scoring (Based on alignment to the criteria. Each criteria will be rated out of 5)
Small events	1,000 – 5,000	\$5,000 – \$10,000	A score of at least 35/50
Medium events	5,000 – 10,000	\$10,000 – \$20,000	A score of at least 40/50
Large events	10,000+	\$20,000 – \$40,000	A score of at least 45/50

* (Assessed on applicant's estimates, as well as previous attendance to similar events).

Funding is available for:

- Traffic Management
- Staging equipment, audio visual, structures and toilets
- Performers, entertainers and activities
- Art activations
- Marketing and promotion
- Event-day related staffing costs

CRITERIA

Event details – scored out of 30

- Applicant's experience
- Community feedback on previous events
- Level of event detail provided
- Alignment with community and cultural objectives

Event marketing and outcomes – scored out of 10

- Anticipated attendance (based on applicant's estimation and previous events of similar nature)
- Level of proposed marketing and community engagement strategies
- Economic and social benefits including benefit to local businesses

Financials – scored out of 10

- Estimated budget
- Funding requested
- Funding provided for similar events and likely financial sustainability of the event

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
- Waste and recycling services
- Ranger/parking arrangements services
- Hire of parks, facilities and use of carparks

Applicants may include in-kind support contributions as income in their projected budgets. For example, volunteer time, donated services or equipment. Please note in-kind contributions should not exceed more than 20 per cent of the proposed budget.

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

Successful applicants will be required to submit an acquittal report detailing event activity and outcomes and how the sponsorship was expended. Please note proof of purchase for all event sponsorship expenditure will need to be submitted with the acquittal report.



ACCESSIBILITY

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

WELCOME TO AND ACKNOWLEDGMENT OF COUNTRY

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

WASTE MANAGEMENT

Applicants should demonstrate how waste will be minimised and recycling promoted throughout the event.

This may include strategies such as reducing single-use items, using sustainable packaging, waste sorting stations and actively promoting environmentally responsible practices to reduce landfill waste.

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.

HELPFUL LINKS

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

HOW TO APPLY

Click [here](#) to apply. Applications close Friday, 13 March at 4pm.

CONTACT US

Community and Civic Events Officer
9273 6000 or
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