

Major Events and Festivals

SPONSORSHIP GUIDELINES
2026-2027



**CITY OF
PERTH**
City of Light



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Cover image:

Fringe World Pleasure Garden

ACKNOWLEDGEMENT OF TRADITIONAL CUSTODIANS

The City of Perth acknowledges the traditional custodians of the land that we are situated on, the Whadjuk people of the Nyoongar nation and Aboriginal people from other lands. We celebrate the continuing traditions, living culture, and the spiritual connection to Boorloo (Perth) and the Derbarl Yerrigan (Swan River). We offer our respects to Elders past and present.

The City's Aspiration

The City of Perth is committed to supporting initiatives that contribute to our aspiration for Perth – Liveable, Green and Prosperous. Through sponsorship and grants, we support stakeholders to build a sense of vibrancy, celebrate our diverse culture, and contribute to economic growth, creating a city that is a great place to live, work and visit.



Liveable



Green



Prosperous



Perth Festival. Image: Miles Noel

Introduction

Through the Major Events and Festivals sponsorship program, the City seeks to attract major cultural events, sporting events, and festivals of national and international significance that enhance Perth’s reputation as a vibrant and event friendly destination.

A major event or festival will generate significant economic impact and visitation outcomes, benchmarked against initiatives that have been previously supported under the program. Events will also provide significant sponsorship benefits in recognition of the City’s support.



*The Embassy, Perth Festival 2025.
Image courtesy of Perth Festival.
Image: Aaron Claringbold*

Program Outcomes

Key program outcomes have been identified as a priority which are aligned with the City of Perth Capital City Plan: Towards 2036 and Beyond, and the Events Strategy 2026–2028.

LIVEABLE



Uniquely Perth

Attract international and interstate visitation by offering modern, creative and innovative experiences to enhance the city’s reputation as the events capital of Western Australia.

Something for Everyone

Celebrate the diversity of Perth, it’s unique Aboriginal culture, community and identity and demonstrate an inclusive and accessible approach.

Support the City’s Events Plan in delivering a year- round calendar of events that has broad appeal ensuring there is something for everyone.

Pride Parade



Community Benefit

Enliven the city with significant events and festivals, which create vibrant activity and connect people in the community.

GREEN



Sustainability

Support the City’s vision of being a sustainable city by advocating sustainable event and festival models that champion environmental sustainability.

PROSPEROUS



Support Local

Stimulate the local economy and provide opportunities for local business engagement in the hospitality and retail sectors.

Eligibility Criteria

To be eligible to receive sponsorship from the City of Perth, the applicant **must:**



1 be a legally constituted entity with an Australian Business Number (ABN);



2 have appropriate insurances where required, as outlined under the City's Activity Approvals or other relevant policies and procedures;



3 have submitted the application prior to the project commencement date with sufficient time to enable consideration by the City and Council;



4 offer a project or initiative within the City's local government area; and



5 demonstrate financial viability without the City's funding (an individual event or project may not be viable without the City's support, however the organisation must be).

Examples of Projects Supported

- Large-scale arts and culture festivals.
- Large-scale sporting and mass participation events.
- Large-scale international and national championships.

Examples of Projects Not Supported

- Small to medium scale events.
- Business or industry events and conferences.
- Long-term or annual event programs.
- Private/invite only events.

The above list of is not exhaustive and you are required to discuss your project with a Sponsorship and Grants Officer prior to submitting an application.

The City of Perth will not consider applications from:

- Commonwealth or State Government Departments;
- a political party;
- an applicant that the City considers supports, promotes or facilitates violence, intolerance or discrimination;
- an employee or elected member of the City, or their immediate family, however this does not include an application from an organisation that an employee, elected member or their immediate family member may be part of;
- an entity that an elected member or City employee has an ownership stake in;
- an applicant that has outstanding debts to the City;
- an applicant who is in legal conflict with the City;
- an applicant that has failed to provide satisfactory acquittal reporting for any previous City funding;
- an applicant that has already received City funding (including in-kind) for the same project within the same financial year;
- an applicant that has already applied for City funding (including in-kind) for the same project within the same financial year and been refused; and
- an applicant that conducts or has conducted themselves in a way the City of Perth considers to be injurious or prejudicial to the character or interests of the City.

The City of Perth will not consider applications for the following projects or project expenses:

- projects where the City consider the primary purpose to be political;
- projects that the City consider denigrate or exclude parts of the community or have an adverse effect on public health, safety, the environment or heritage;
- projects that request reimbursement of funds already spent;
- projects that are for debt reduction or operational deficits; and
- project legal expenses.

The City will **not** support recurrent operational funding, including, but not limited to wages, salaries, or administrative overheads. Additional eligibility and requirements are set out in **Council Policy 4.3 Outgoing Sponsorship and Grants**.

To the extent of any inconsistency, the Policy takes precedence over this document.

Assessment Criteria

Applications will be assessed against the extent to which the project can demonstrate strong alignment with the following criteria:

Event Impact

Uniquely Perth

- Demonstrate how the event provides a **unique** large-scale experience that is distinct from other events occurring in the broader region.
- Demonstrate how the event will enhance the city's **reputation** and position it as a capital city that is internationally recognisable, unique and inviting.
- Demonstrate **prestige and significance** through the quality and profile of competitors/performers, positive media coverage, and involvement or endorsement from relevant federations and organisations.

Support Local

- Demonstrate the ability to attract local, national and international **visitation** into the central city, with visitation numbers to be accurately measured.
- Generate significant direct **economic benefit** to the city's economy and opportunities for local businesses, with comprehensive economic impact reporting to be completed.

Community Benefit

- Provide meaningful opportunities for the **participation** of community members in the event and surrounding support activities.
- Activate multiple areas of the city with **vibrant activity**, prioritising public spaces and programming that contributes to a safer, friendlier city.

Something for Everyone

- Demonstrate an **inclusive** approach with accessibility to a broad demographic, celebration of Aboriginal culture, and reflecting the diversity of Perth.
- Events should complement or build upon the City of Perth's **events plan**, and offer a signature experience at key periods throughout the year.



Event Planning

Event Delivery

- Demonstrate **capacity** to deliver and manage all aspects of the event and requirements of the sponsorship.
- Demonstrate strong viability of the event through a realistic and value for money **budget**, including support from other government agencies, businesses, or income source..

Sustainability

- Demonstrate how environmental and **sustainability** practices are considered and integrated into the event.

Sponsorship Benefits

- The value of commercial **benefits**, prioritising benefits that increase awareness of the City of Perth and provide a high-level of visibility.

Mandatory Benefits:

- Advertising (digital or press)
- Logo recognition across event assets
- Significant event signage

Priority Benefits Include:

- Additional advertising (e.g. broadcast)
- Foreword in an event program
- Speaking opportunities
- Event launch and media opportunities
- Social media and content creation

Applicants are expected to offer a level of benefits commensurate to the amount of funding requested. You are required to discuss with a Sponsorship and Grants Officer prior to submitting an application.



AusCycling Road National Championships.
Image: Chris Auld



Fringe World. Image Michelle Ranson

General Information

Key Dates

The City of Perth will accept applications for Major Events and Festivals Sponsorship at any time throughout the year via an expression of interest (EOI). Applications must be submitted at least six months prior to the commencement of the activity.

Program closes 30 April 2027.

How to Apply

You are required to discuss your application with a Sponsorship and Grants Officer prior to submission to ensure you are applying in the most suitable program.

Applications for Major Events and Festivals Sponsorship must be submitted through the City's approved online management portal, SmartyGrants. A link to the application form will be provided once it is determined that Major Events and Festivals is the most suitable program.

Funding Levels Available

Funding will be provided based on the scale, impact and significance of the event. Please discuss your proposed sponsorship request with a Sponsorship Officer.

Maximum Contribution

The maximum contribution of sponsorship provided by the City, including in-kind support, is 30% of the total project budget.

In-kind Support

Funding requests may include cash or in-kind support or a combination thereof. Eligible in-kind costs relate to venue/site hire fees, parking permits/reservations. In-kind support will be considered within the totality of funds provided and will be awarded at the discretion of the City.

Activities on public land

Organisers of events or projects held on public land within the City of Perth municipality are required to have a confirmed booking and application submitted through the City's Activity Approvals team prior to submitting a grant application. To discuss availability, hire fees and permit requirements, please contact **Activity Approvals**.

Activities in private venues

Any place or venue where people assemble or gather for educational, entertainment, recreational and sporting purposes may require Public Building Approval. The City's Community Health team may assess your event site for public building approval, if required.

There may be additional approvals, permits and fees related to holding an activity in the City of Perth. Applicants are encouraged to visit the **Health approvals, Licenses and Permits** web page on the City's website for more information.

Assessment Process

Applications are assessed by a minimum three-person assessment panel, which may recommend full, part or no funding to the decision-making authority (City of Perth Council). The recommendation is carefully considered with the view of maintaining the integrity of the proposal.

The City reserves the right to request further information in considering any application, as well as the right to reject any application that does not meet the eligibility criteria.

Decisions and Notifications

Applications may be accepted or rejected, or part-funding approved, and the decision is final and not subject to any further appeal within the City. Applications will be considered by Council.

Allow up to three months (based on complexity and quantity of applications) to be notified of a decision under this sponsorship program.

Funding Agreements

Successful applicants for Major Events and Festivals Sponsorship must enter into a written funding agreement with the City before any funding is provided to the successful applicant. The City will not be under any obligations in relation to a successful application until the parties execute an agreement.

A funding agreement template can be viewed on the City's [sponsorship and grants page](#).

Funding Term

Major Events and Festivals Sponsorship will have a one-year term unless approved by Council where they can have a maximum three-year term, at the discretion of the City and dependent on the quality of the application, satisfaction of assessment criteria and the strategic outcomes likely to be achieved.

Acquittal Process

Subject to the terms of the Agreement, successful applicants will be required to submit an acquittal report through **SmartyGrants** within three months of project completion. All sponsorships must be acquitted prior to payment being made to subsequently approved funding applications. Acquittal reports will be considered as part of future funding applications.

Lobbying of Elected Members and Administrative Staff

Applicants or anyone representing the interests of applicants must not lobby or seek to influence the decision-making of Elected Members and administrative staff. If, during the period between submitting a funding application and a determination by Council, an applicant or any member of the public seeks to lobby any Elected Member or administrative staff, or attempts to provide additional information, either directly or indirectly, on any matter relating to the funding application, the person/organisation will be disqualified and the sponsorship application excluded from being considered for approval.



Frequently Asked Questions

1 Can I assume my project will be funded if it has been funded in previous years?

The City is committed to ensuring the assessment process is fair and equitable. Recurring annual funding is not guaranteed. The City recommends you also seek additional funding from other sources to strengthen your application.

2 How many times can I apply?

Applicants may apply for sponsorship for several projects however each project may only receive sponsorship once in each financial year.

3 I want to use a City owned venue. Is this included in my sponsorship?

Organisers are reminded that use of the City's banners, streets, malls, buildings, laneways and reserves is subject to separate application and approval. Visit **City of Perth Hire and Bookings** for more information. Organisers are responsible for securing all appropriate permits and bookings.

4 I'd like to apply for in-kind support. Is this possible?

Applicants can request in-kind support for eligible City fees and charges associated with their project. This is to be included in the overall sponsorship requested amount for consideration by and at the discretion of the City. Please contact a Sponsorship Officer to discuss available in-kind support.

5 Are the details of my application confidential?

No. The City must comply with the **Local Government Act 1995 (WA), State Records Act 2000 (WA)** and other relevant legislation and regulations. An assessment of your application will form part of the decision recommendation report which may be subject to Freedom of Information (FOI) requests. Successful applicants may be listed on the City's website. Please make it known to the Sponsorship Officer if information provided in your application is commercially sensitive.

6 How will I know if my application is successful?

A Sponsorship and Grants Officer will contact you to advise you of the outcome of your application within three months.

7 How long does it take to receive funding after my project is approved?

The payment policy for the City is 30 days from the end of the month in which the invoice is received. Payment of funding will be made subject to the terms of the agreement.

This document is available in other formats or languages on request.

Contact Us

Sponsorship and Grants Team

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