



**CITY OF
PERTH**
City of Light

Major Events and Festivals

SPONSORSHIP GUIDELINES • 2024-2025

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Cover image: *Sprinter / WITCH - Perth Festival 2024*. Image: Mark Francesca

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 and the Derbarl Yerrigan. 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, Sustainable 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



Sustainable



Prosperous



PrideFEST. Image: Matt Jelonek

Introduction

Through the Major Events and Festivals sponsorship program, the City seeks to attract major cultural events, sporting events and festivals which enhance Perth's reputation as a vibrant and event friendly destination with a unique cultural identity.

Sponsorship is available for organisations delivering large-scale events of national and international significance that support the City's 2025 Event Strategy.

A major event or festival will generate significant return on investment, 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.



Fringe Launch Party. Image Miles Noel

Program Outcome

LIVEABLE



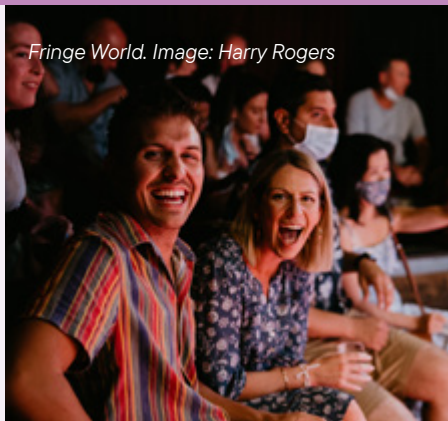
Uniquely Perth

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.

Attract high-profile participation, partners, sponsors and media organisations.

Community Benefit

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



Fringe World. Image: Harry Rogers

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.

SUSTAINABLE



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. Champion the use of local businesses and suppliers.

Eligibility Criteria

All applications for Major Events and Festivals sponsorship with the City of Perth must meet the following eligibility criteria. The applicant **must**:



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



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



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



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



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 Officer prior to submitting an application.

The City of Perth will not consider applications from:

- the 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 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**.

The applicant should review the Policy prior to submitting an application for grant funding and, 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:

Essential Criteria

Uniquely Perth

- Delivers a large-scale **unique** event that complements existing offerings within the city and provides distinction from events occurring in the broader Perth 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, media coverage, and involvement or endorsement from international federations and organisations.
- Activate multiple areas of the city with **vibrant activity**, prioritising public spaces and programming that contributes to a safer, friendlier city.

Community Benefit

- Provide meaningful opportunities for the **participation** of community members and organisations in the event and surrounding support activities.

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.

Something for Everyone

- Demonstrate an **inclusive** approach with accessibility to a broad demographic, celebration of Aboriginal culture, and reflecting the diversity of Perth.

Sustainability

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



PrideFEST. Image: Matt Jelonek

The following assessment criteria will be considered based on the information provided in the application:

City of Perth's Events Plan Alignment

- 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 Delivery

- The applicant should have a demonstrated **capacity** to deliver and manage all aspects of the event and requirements of the sponsorship.
- The event **budget** should be realistic, value for money, and demonstrate the strong viability of the event through evidence of significant support from other government agencies, businesses, or community organisations.

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. It is recommended applicants contact a Sponsorship Officer to discuss benefits prior to submitting the application





Flewnt's Boorloo Block Party - Perth Festival 2024.
Image: Mark Francesca

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.

How to Apply

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

Applications for grants and sponsorships 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 of Perth cannot exceed 30% of the total event or project budget.

In-kind Support

Funding requests may include cash or in-kind support or a combination. In-kind support is for the use of the City's facilities and services will be considered within the totality of funds provided.

Eligible in-kind is limited to the use of City facilities and bookings inclusive of hire for venues, parks, reserves, road reserves, thoroughfares, malls, streets, public places, banner and flag sites, and parking permits and on-street car parking bay reservations. All other fees and charges are to be met by the applicant.

Event Approvals Requirements

Organisers of events held on public land within the City of Perth municipality should have a confirmed booking and event application submitted to the City's Activity

Approvals team prior to submitting a sponsorship application. To discuss availability, hire fees and permit requirements, please contact Activity Approvals or refer to the **City of Perth Hire and Bookings**.

Assessment Process

Applications will be assessed by a minimum three-person funding panel against the assessment criteria outlined. The funding may recommend full, part or no funding to the City of Perth Council as the decision-making authority. 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 are considered by Council and may be accepted or rejected or part-funding approved. The decision is final and not subject to any further appeal within the City.

Allow up to three months 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 [website](#).

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 being paid on a subsequent successful application for funding. Acquittal reports will be considered as part of future funding applications.

Lobbying of Elected Members and Administrative Staff

Applications 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 or the CEO, 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.

Under the Same Sun - Perth Festival 2024. Image: Jess Wyld



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 City's fees and charges associated with their project. In-kind support will be attributed a monetary value and considered within the totality of funds provided by the City to the eligible party. Review the General Information section of these guidelines for what is considered an eligible in-kind request.

The applicant should obtain a cost estimate from the City or refer to the **Event Fees and Charges** to inform the value of in-kind required.

5 What decision making process do applications go through?

Each application undergoes an eligibility check before it is reviewed by an Assessment Panel. The panel will assess the request against the program criteria and make a funding recommendation which is presented to Elected Members for decision at an Ordinary Council Meeting.

An Agenda Briefing Session occurs one week prior to the Ordinary Council Meeting and provides opportunity for Elected Members to ask the Administration questions about the application and recommendation. Applicants can attend the Agenda Briefing Session and have the opportunity to make a deputation to Elected Members. A Sponsorship Officer will contact applicants to inform them of this opportunity and meeting dates.

6 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.

7 How will I know if my application is successful?

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

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

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

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

Contact Us

Sponsorship Team

@ sponsorship@cityofperth.wa.gov.au
perth.wa.gov.au/grants

Activity Approvals Team

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