



City of Perth

# Business Event Sponsorship Guidelines





# Contents

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Introduction	4
Link to Strategic Community Plan	5
Business Event Sponsorship	6
How to Apply?	9
Information for Successful Applicants	10
City of Perth Boundary Map	11
Contact Us	11

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# Introduction

The City of Perth is revitalising urban spaces into thriving new centres, with parks, public places and facilities that celebrate the City's natural and built form. An unprecedented rate of change and expansion has transformed our riverside City and reinforces Perth's position as a contemporary Capital City. The City has a unique mix of commerce and retail with beautifully crafted green open space combining heritage, public art and water features. This attribute is considered a major asset and plays a central role in the City's planning strategies.

Perth is home to many of the state's major companies and cultural institutions and hosts world class events, festivals, performances and celebrations year round.

The City of Perth Strategic Community Plan: Vision 2029+ identifies Council's clear vision for the future of our Capital City and community.

The Business Event Sponsorship Program assists business event organisers to stage their events and ensure delegates can experience all that Perth has to offer.

Preference will be given to business events held within the City of Perth's boundaries, or events that are able to demonstrate a clear benefit to the City's business community. Funding preferences and priority will also be given to applications that demonstrate strong alignment to the City's Strategic Objectives and its Economic Development Strategy.



## Link to Strategic Community Plan

The City of Perth establishes a framework for Council's role in supporting the community through strategic objectives.

All sponsorship applications must show how they address the stated objectives of the Strategic Community Plan. The key objectives are:

- Major Strategic Investments;
- Getting Around Perth;
- Perth as a Capital City;
- Living in Perth;
- Perth at Night; and
- Healthy and Active in Perth.

Specific criteria which must be addressed are provided in the assessment section of this sponsorship program on page 8.

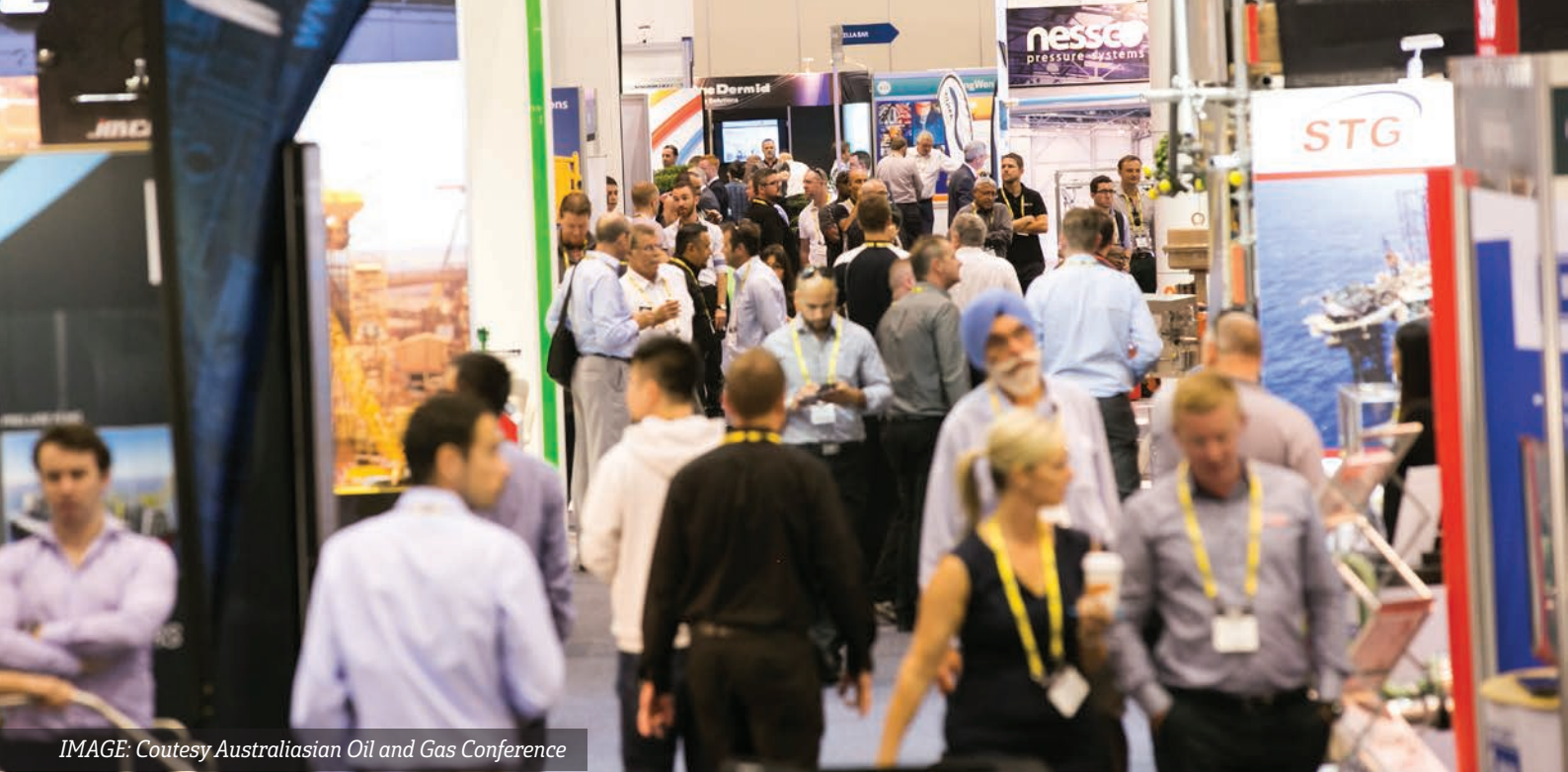


IMAGE: Courtesy Australasian Oil and Gas Conference

# Business Event Sponsorship

## Objectives

The City of Perth recognises the importance of business events in contributing to the strategic outcomes of the City of Perth in a variety of areas and this program endeavours to support organisations in delivering their events.

The types of initiatives and/or projects supported by this sponsorship program will strongly contribute towards the City's strategic objectives and outcomes of its Economic Development Strategy.

The City **welcomes** proposals that:

- attract more visitors to the City;
- encourage delegates and their partners to explore Perth;
- provide an economic benefit to businesses within the municipality;
- enhance Perth's reputation as a 'knowledge city' through leadership in a particular discipline or industry function;
- promote Perth as a destination;

- lift the status, awareness or profile of Perth through media and marketing exposure;
- enhance business or community development;
- create opportunities for education and information exchange between Perth industry and delegates;
- build long-term relationships by providing Perth business and community leaders with the opportunity to meet visiting industry leaders; and
- promote the City's role in key industry sectors.

## Eligibility

### Applicant Eligibility

Applicants **must**:

- be a legally constituted organisation;
- have submitted the application not less than four months from the initiative/project date;
- be able to deliver on Standard Commercial Sponsorship benefits; and
- include a business plan, marketing plan and financial statements or other requested information to support the application.



IMAGE: Perth Airport Tourism Awards

The City will **not** consider applications from:

- the Commonwealth, a State or any Government Agency;
- an individual;
- an applicant that has failed to provide satisfactory acquittal reporting for any previous City of Perth funding;
- an applicant that has already received City of Perth funding (including in-kind) for the activity within the same financial year;
- an applicant that has already applied for City of Perth funding (including in-kind) for the activity within the same financial year and been refused;
- an applicant that has outstanding debts to the City of Perth;
- business that has an adverse effect on public health, safety, the environment or heritage;
- an applicant that conducts themselves in a way considered to be injurious or prejudicial to the character or interests of the City of Perth;
- an employee of the City of Perth;
- political organisations; and
- religious organisations.

## Event Eligibility

The Event and/or Applicant **must**:

- be a business event (conference, convention, exhibition, awards ceremony or meeting);
- take place within the funded period;
- for events with travelling delegates, ensure the majority of accommodation is within the boundaries of the City of Perth;
- submit all required documentation outlined under the application checklist section; and
- be able to deliver on standard commercial sponsorship benefits.

Elements **not** supported include:

- fundraising initiatives;
- interstate or overseas travel;
- political purpose events;
- events that denigrate or exclude parts of the community or have an adverse effect on public health, safety, the environment or heritage;
- equipment or administrative funding; and
- employment of staff or professional fees for staff.

Upon approval applicants must hold valid public liability insurance of not less than \$20 million.

## Assessment Process

All applications for sponsorship will be reviewed by an Officer to ensure that mandatory requirements have been met.

**Note: Failure to meet mandatory requirements will result in an application not being processed for assessment.**

- Business Event Sponsorship application submitted online only via SmartyGrants;
- Mandatory eligibility requirements check;
- Internal assessment;
- Officer prepares Council report;
- Report submitted to Marketing, Sponsorship, International Engagement Committee;
- Committee considers report and recommendation;
- Report submitted to Council;
- Council decision;
- Applicant notified of outcome; and
- If approved, applicant contacted by an Officer to manage Sponsorship.

The assessment process should take no longer than 12 weeks from submission to consideration by Council.

## Assessment Criteria

Successful applications are those that best satisfy the assessment criteria.

The success of an application is determined by its merits against the assessment criteria of the Business Event Sponsorship Program.

Assessment panels may recommend part funding. This decision is carefully considered with the view of maintaining the integrity of the proposal. The City of Perth 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 criteria.

Applicants will be assessed on the extent to which their application reflects and adds value to the City's strategic objectives:

- Major Strategic Investments;
- Getting around Perth
- Perth as a Capital City;
- Living in Perth;
- Perth at Night; and
- Healthy and Active in Perth.

The following are specific additional objectives the application will be assessed against:

- benefits provided to the City;
- the number of attendees the event will attract;
- the calibre of speakers and participants in the event;
- opportunities for business networking and links to existing WA industry sectors;
- economic impact to the City;
- the industry sector type and its priority within the City of Perth Economic Development Strategy;
- the amount of free time that travelling delegates (if any) will have within the program; and
- evidence of a robust business plan including other funding sources to ensure sustainability of the event.

## Funding Limits

Applicants may apply for upwards of \$3,000 per year for a term of one to three years.

## Sponsorship Term

The City accepts Business Event Sponsorship applications throughout the year, however decisions will be made on a case by case basis in line with budget and strategic priorities, and applications must be received at a minimum **four** months prior to commencement of your business event.





IMAGE: Discussion Panel. Courtesy of Unearthed Demo Day 2016

# How to Apply?

All applications must be submitted electronically via the City's online management system SmartyGrants. Applications not received through SmartyGrants will not be considered.

Go to [perth.smartygrants.com.au](http://perth.smartygrants.com.au) to register an account and complete your application.

## Disability Access & Inclusion

The City of Perth is committed to providing equitable and dignified access in relation to buildings, services and facilities for people with disabilities. The City of Perth Disability Access and Inclusion Plan (DAIP) complies with legislative requirements. It is mandatory for all grants projects to comply with access and inclusion requirements in accordance with the City's DAIP plan which is available on the City of Perth website.

## Lobbying

If prior to the determination of sponsorship by the Council or Committee, an applicant (or any agent) canvasses any Elected Member of the City of Perth, or attempts to provide additional information, either directly or indirectly, on any matter relating to the sponsorship to an Elected Member, the person/organisation may be disqualified and the sponsorship excluded from being considered for approval.

In the event supplementary information is requested to be provided to Elected Members, please contact the responsible Officer to disseminate this.



# Information for Successful Applicants

## Approval of your application

All applicants will receive a letter from the City of Perth informing them of the Council or Committee decision on their application.

For successful applicants, this letter will include a funding agreement to be signed and returned and further information regarding the City's sponsorship of your event.

## Payment of sponsorship funds

An invoice will be required when you return the signed contract. The first invoice you send will be for 50% of the funding, the remaining 50% will be paid post-event when the City of Perth has received an acquittal in relation to your business event. All invoices must include a purchase order number and will be rejected for processing if this is not included on the invoice.

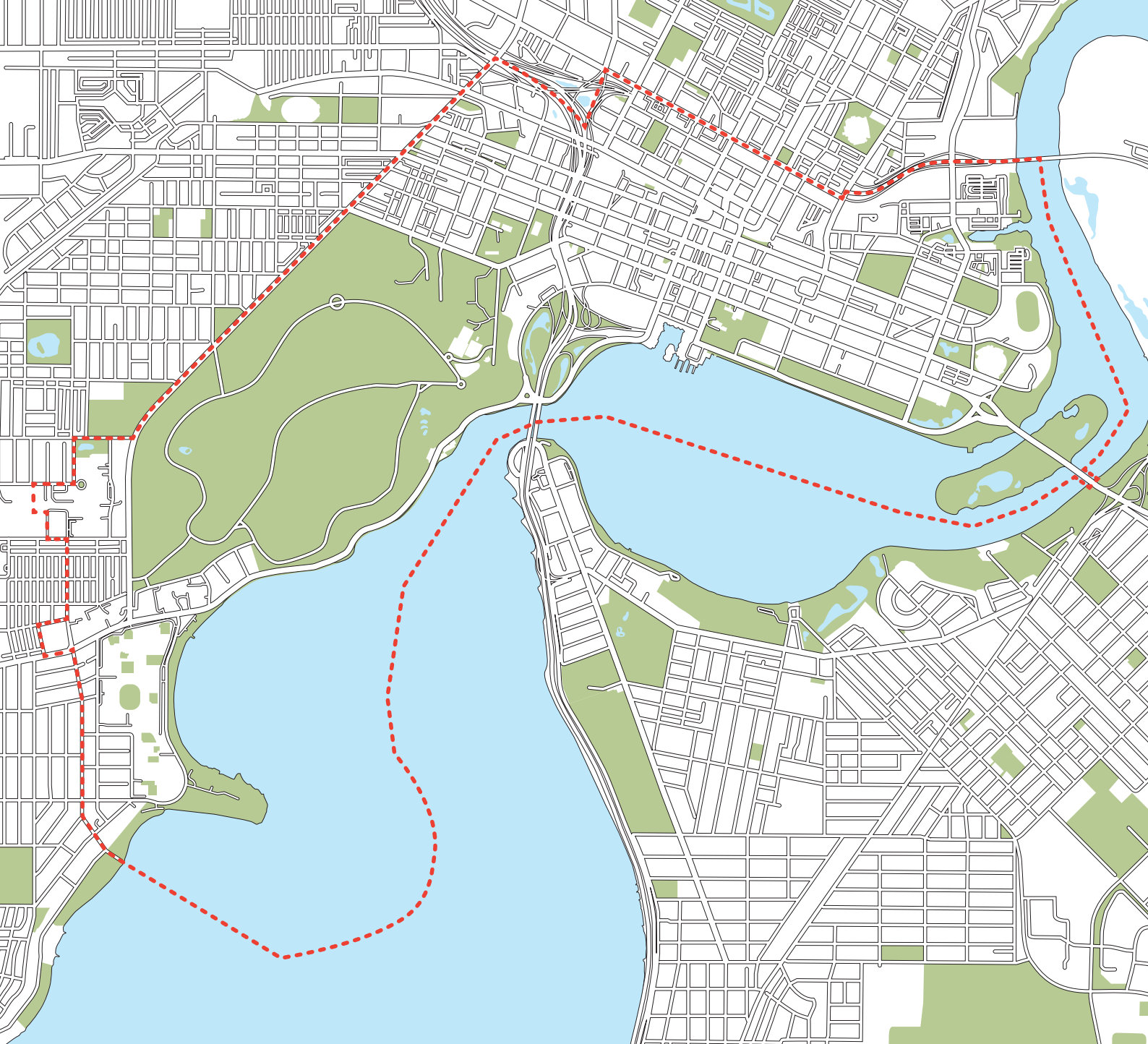
## Project changes

Once sponsorship of an event is approved, the sponsored organisation cannot make a significant change to the event (e.g. scope or location) without consultation and written approval from the City. The applicant is required to submit a formal request for a change to the project to the City's Manager Business Support and Sponsorship. A change may only be approved if it is consistent with the original sponsorship request and will deliver comparable benefits to both the applicant and the City. The City reserves the right to withdraw funding if the event is deemed to be substantially different than the proposed event for which sponsorship was approved.

## Acquittal

All events that are sponsored by the City of Perth will be required to complete a sponsorship acquittal within three months of the event date.

Organisations that do not complete an acquittal within the time frame will not be considered for further funding by the City of Perth in any sponsorship or grants program.



*City of Perth Boundary Map*

## Contact Us

### **Have a question or need some advice?**

Please call the City of Perth  
Economic Development Unit  
on (08) 9461 3198 or  
email [ecodev@cityofperth.wa.gov.au](mailto:ecodev@cityofperth.wa.gov.au)