

## Event Sponsorship Program Guidelines

### 1. Background

A strategic priority of the City of Busselton is to assist and provide for the economic development of the region. This is achieved through the development of initiatives aimed to promote the City as the Events Capital WA.

In accordance with this strategic priority, the City has developed a diverse annual calendar of events that attracts a number of sporting, arts, cultural and community events to the region. Recognising the positive economic and social benefits events and tourism have on the region; the City has developed an Events Sponsorship Program that aims to assist in the funding and attraction of year-round events to the region, bridging the existing events shoulder season and further advancing the region as the *Events Capital WA*.

### 2. Event Sponsorship Program

Every proposal for an event seeking sponsorship from the City of Busselton is required to complete an Events Sponsorship Application. The Event Sponsorship Application format has been designed to ensure that:

- Planning for every event is rigorous, transparent and comprehensive;
- Annual events use the Event Sponsorship Application as a planning tool to continually improve the quality of the event; and
- The City's Business Development, Events & Marketing Program (BDEMP) group can assess each proposal fairly and equitably, and make recommendations to Council for funding.

### 3. Funding Streams

There are two streams of funding available to apply for, economic focused events and community focused events:

- Economic focused events – aim to bring visitation to the region and generate economic benefits as a result; provide significant media exposure and promotion of the City of Busselton and surrounding region
- Community focused events – bring community together and provide free or low cost experiences and activities; strong social benefits; promotion of cultural diversity and inclusion

### 4. Event Sponsorship Application Process

The Event Sponsorship Application is completed by the applicant and contains the following information:

- Details of the proposed event;
- Amount of sponsorship requested and proposed use of City's funding;
- Details of the organisation;
- Objectives of the proposed event;
- Response to the following strategies;
  - Diversity Strategy
  - Localise Strategy
  - Hallmark Strategy
  - Venues Strategy
- Detailed event budget including all proposed income and expenditure;
- City of Busselton recognition and return on investment.

The City of Busselton's Events Team is available to provide guidance for applicants through the Event Sponsorship Application process.

Every Event Sponsorship Application is checked by the City’s Events Team to ensure all required information is included prior to being forwarded to BDEMP. If all criteria are not addressed in your application, you will be asked to supply outstanding information. Failure to supply this information may result in your application being cancelled or deemed unsuccessful.

## 5. Event Classification

Events are classified in to four (4) main categories; Hallmark, Major, Developing and Community:

HALLMARK	MAJOR	DEVELOPING	COMMUNITY
<ul style="list-style-type: none"> <li>▪ Occurs annually</li> <li>▪ Internationally recognised</li> <li>▪ Unique to region</li> <li>▪ Attracts international and interstate visitors</li> <li>▪ Opportunities for local businesses</li> <li>▪ Actively engages local community</li> <li>▪ Significant external media exposure</li> </ul>	<ul style="list-style-type: none"> <li>▪ May be internationally recognised</li> <li>▪ Annual or single event</li> <li>▪ Builds on local participation and community life</li> <li>▪ Opportunities for media exposure</li> <li>▪ Attracts visitors from &gt; 40 min drive time</li> <li>▪ Showcases facilities and attractions</li> <li>▪ Positions the City for other events</li> </ul>	<ul style="list-style-type: none"> <li>▪ Has potential to become a major or Hallmark event</li> <li>▪ Has strong passionate local supporters</li> <li>▪ Promotion of council asset of strategic importance</li> <li>▪ Positions City for future events</li> </ul>	<ul style="list-style-type: none"> <li>▪ Celebrates an aspect of community life in the City</li> <li>▪ Generally run by volunteers</li> <li>▪ Does not attract visitors from outside the City</li> <li>▪ Strong social benefits</li> <li>▪ Limited likelihood of media exposure</li> <li>▪ Limited economic benefit</li> </ul>
Eg IRONMAN WA	Eg South West Craft Beer Festival	Eg Fine Vines Festival	Eg Carols by the Jetty

## 6. Funding Strategies

### Diversity Strategy

- To leverage existing strengths whilst addressing gaps in the type and distribution of events in the calendar
- To provide events for different audience segments and to augment the number of interstate and overseas attendees
- To activate winter months for both the community and visitors alike

### Localise Strategy

- To emphasise the distinctive character uniqueness of natural landscape, ocean, wine and food culture
- To ensure that the local business community and residents have an opportunity to partner with, partake in or volunteer at events

### Hallmark Strategy

- The City is already positioned to leverage an existing list of annual hallmark events
- Focus on recurring events that possesses such significance, in terms of tradition, attractiveness, image or publicity, that the event provides the host venue, community or destination with a competitive advantage
- The traditions of hallmark events generate a stronger sense of community and place identity than one-off or occasional events.
- Attracting and retaining events that draw the loyalty of special interest groups and build a more diverse and sophisticated tourism brand

### Venues Strategy

- Showcases the City’s unique venues and natural environment as a sustainable competitive advantage
- Venues form a key part of the event value chain and a conduit for transferring successful event strategies into local economic impact
- Funding supports events that are distributed amongst new and existing venues to create a unique event program for locals, intrastate, interstate and overseas visitors
- Focus on using non-traditional venues to develop opportunities for new event spaces and locations

## 6. Sponsorship Evaluation Process

The City of Busselton's Events team will assess each application and make recommendation to BDEMP utilising the following matrix:

STRATEGY	CRITERIA	SCORING INSTRUCTION	ASSIGNED SCORES
Diversity Strategy	Timing	Low season (May – Aug)	2 points
		Shoulder season (Mar – April, Sept – Nov, outside of holiday periods)	1 point
		Peak season (Dec – Feb), long weekends	0 points
	Event Variety	New event, identified gap or existing event, priority genre	2 points
		Existing event, diversified offering	1 point
		New or existing event, not identified priority	0 points
Localise Strategy	Uniquely local event	Showcases unique cultural, social or economic aspects of the City	2 points
		Not unique event but predominantly local flavour, draws on regional branding	1 point
		Not unique to City in any aspect	0 points
	Local business involvement	Predominant use of local business, suppliers, artists, staff	2 points
		Some use of local business	1 point
		No local business involvement	0 points
	Local community participation	Local community/general public can attend, participate or volunteer	2 points
		Limited community involvement	1 point
		No community involvement, exclusive event	0 points
Hallmark Strategy	Retention and growth of existing strong events	Existing hallmark event or existing major event with capacity to grow or one off national level or touring event	2 points
		Existing event, no growth capacity	1 point
		One off event, unlikely to return, low impact or visitation	0 points
	*Visitation	Attracts high number of visitors from outside region, extended visitation, participants from interstate or international	2 points
		Moderate number of visitors from outside region, extended visitation, participants mainly from intrastate	1 point
		Low participant numbers, mainly from local region	0 points
	*Economic impact	High economic impact (>1:50+ return on dollars invested)	2 points
		Moderate economic impact (>1:25-50 ROI)	1 point
		Low economic impact (<1:25 ROI)	0 points
	*Promotional value	Promotion of the event and wider destination marketing to a national or international market	2 points
		Promotes the City to an intrastate and local market only	1 point
		Only local promotion of the event	0 points
Venues Strategy	Event impact	Uses less utilised locations, spreads event offerings throughout the City, highly accessible event with good transport options	2 points
		Uses standard event locations with no additional transport options, no disruption to community	1 point
		Proposes locations with potential to disrupt community in already busy areas, no transport options	0 points
	Unique venues	Showcases a number of unique venues/locations or unique aspects of existing venues to generate new interest in these space	2 points
		Uses standard event locations in a different/unique way	1 point
		Uses standard event locations with no point of difference	0 points

\*Applicable to events applying under the Economic Focused events funding stream

## 7. Forms of Sponsorship

Sponsorship may come in the form of either cash or in-kind. In-kind sponsorship comprises of work undertaken by the City specific to an event, and may include, but is not limited to; event and venue hire fees, ground marking, approval of traffic management plans, use of the City's digital billboard, erection of signage/banners, bin hire etc. The dollar amount of in-kind sponsorship will be estimated through the submission of a Scope of Works application. This comprises part of the application process to hold an event through the City.

## 8. Council Endorsement

Should the Business Development, Events and Marketing Program reference group recommend that a commitment be made in support of an application, this recommendation will be presented to the Council of the City of Busselton for their endorsement. The Council has the right to consider alternate resolutions other than that recommended by the Reference Group at its discretion.

## 9. Event Sponsorship Agreement

Approved applications will require a formal Agreement between the City of Busselton and the Applicant. The Agreement will document the agreed level of financial and in-kind support for the event, and the level of recognition required of the sponsorship.

The agreement will require signatures from the applicant and the CEO (or equivalent) of the City of Busselton prior to any financial support being released or in-kind works being completed. Failure to meet the requirements of the Agreement may result in the Applicant reimbursing funding provided, and may impact any future sponsorship applications.

Once agreement has been signed by all parties, the applicant is required to provide an invoice for payment of the sponsorship funding.

The City of Busselton reserves the right to link sponsorship instalments to the completion of event milestones including the provision of a post-event evaluation report.

First instalment of payments will commence one month prior to the event, unless negotiated otherwise.

All successful applicants must complete an Event Application and provide all supporting documents as requested by the Events Team. This is to ensure that the event is safe, compliant and of a quality befitting a City of Busselton sponsored event.

## 10. Post Event Evaluation

The applicant shall provide the City of Busselton with a post event evaluation report (within 3 months of event completion) outlining the following:

1. General performance and activities of the event;
2. Measure against Key Performance Indicators as per the funding agreement;
3. Economic impact ;
4. Benefit to the local community;
5. Benefit to local businesses;
6. Media coverage of the event; and
7. Detailed Income and Expenditure Statement

Event organisers are required to demonstrate how they obtained accurate data pertaining to their event ie surveys, ticketing and sales reports etc. in order to formulate their post event evaluation report.

Post event evaluation reports will be used to determine if future funding will be approved for event organisers.

## 11. Event Sponsorship Eligibility

The City of Busselton provides sponsorships that will:

- Build relationships with organisations that will help the City achieve the priorities listed in its Strategic Plan;
- Promote the City at a local, regional and international level, if applicable;
- Attract new events to the City;
- Provide economic benefit to the local business community;
- Provide opportunities for local community involvement

The City of Busselton will consider all proposals but will avoid those that:

- Support or oppose political or religious events (not including charities run by religious groups);
- Conflicts with legislation;
- Excludes or offends minority community groups;
- Could present a hazard to the community or environment;
- Promote anti-social behaviour, including gambling, smoking or the consumption of other addictive substances;
- May misrepresent the City's priorities listed in its Strategic Plan;
- Are held outside, or a major part is held outside, of City boundaries; and
- Are not open to, or do not have a portion open to the general public, for example conventions, conferences, or club events where access is restricted to members or delegates.

Please note that success in receiving Event Sponsorship does not preclude any applicant from being liable for all City of Busselton fees and charges to conduct that event. All fees and charges incurred remain payable to the City of Busselton.

## 12. Event Sponsorship Rounds

Applications for sponsorship will be available twice per year closing in March (for events conducted 1 July – 30 June) and September (for events conducted 1 January – 30 June).

BDEMP has the right to recommend multi-year agreements for events at its discretion.

## 13. Confidentiality

The City of Busselton and BDEMP seeks to maximise openness and transparency in its decision-making process.

Please note some of the details in the application (excluding those justified as being confidential) may be considered in a Council or Committee meeting where public are present and minutes are made available publicly.

#### 14. Disclaimer

The City of Busselton allocates a certain level of funding for events each year. At times the City is faced with an event which may match the sponsorship criteria but for which there are insufficient funds.

If funding is available then the process for considering the event proposal will continue. If there are insufficient funds, the Applicant will be advised that, although an initial analysis justifies further consideration, the City's inability to fund the event prohibits the process going any further. Should funds become available, then the analysis will continue.

#### 15. Additional Information

For further information or to discuss a potential sponsorship application, please contact:

##### Events Team

[events@busselton.wa.gov.au](mailto:events@busselton.wa.gov.au)

##### Peta Fussell - Events Coordinator

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