T (08) 9781 0444
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Locked Bag 1, Busselton WA 6280
www.busselton.wa.gov.au

City of Busselton
Geographe Bay

Event Sponsorship Program – Community Focused Events

Application for Events

Funding Round One (March): Events from 1 July to 30 June

Funding Round Two (September): Events from 1 January to 30 June

Please submit your application by the advertised due date – no applications will be considered after this time.

Applicant Details

Organisation Name	
Entity Type (please specify) Incorporated Association / Other	
Contact Person and Position	
Postal Address	
Telephone	
Email Address	
Website	
ABN	
Is your group incorporated?	☐ Yes – Registration No: ☐ No
Is your group registered for GST?	☐ Yes ☐ No
Is your group not-for-profit?	☐ Yes ☐ No

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Event Details

Event Name	
Event Date/s	
Brief Event Description	
Event Venue	
Estimated event attendance	

Requested Funding

Total Event Budget	
Estimated spend on local suppliers	
City Funding Requested (cash)	
City Funding Requested (in kind support)	
Proposed Use of Funding	

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1. Description and purpose of the event

Provide a brief overview of the event addressing each of the following:

1.1 **Target audience**
Age ranges, demographic, local, visitor (from where? ie intrastate, interstate, international), industry sector, enthusiast/special interest area.

1.2 **Event content/program**
How the event content/program targets the desired audience.

1.3 **Duration**
Number of days, times, weeks the event will run for including bump in/out times identified (if applicable).

1.4 **Location(s)**
Where will the event be held? Explain why this location is needed relating to target audience and event content.

1.5 **When is the event needed?**
Identify any particular dates, month or time of year when the event needs to take place. Explain why these dates are essential and any flexibility around these dates.

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2. Strategic Alignment

Select one or more (as applies) of the below City of Busselton's Event Strategies your event supports and explain how:

2.1 Diversity Strategy

Goal: Year-round events for both community and visitors with an inclusive, diverse and vibrant event calendar, developing a varied and sustainable portfolio of events (type, locations, and timing).

2.2 Localise Strategy

Goal: Events that celebrate its unique cultural, social and economic strengths by engaging with local content, characters and infrastructure.

2.3 Hallmark Strategy

Goal: Events that increase visitation and local economic impact. Attract and retain sustainable, high-quality iconic events for maximised direct economic return.

2.4 Venues Strategy

Goal: Event programs that showcase the City's unique venues and natural environment as a sustainable competitive advantage.

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2.5 Funding Strategy

<u>Goal</u>: Supporting the identified strategies by structuring funding allocation to retain existing strong events, attract new events to address gaps in the variety and distribution of the events calendar, and to preference events that provide high quality, local, unique experiences.

3. Outcomes that will be achieved

Explain what difference this event will make to the City of Busselton community and how we will know this? Please pick all applicable categories, and explain why it applies:

- ❑ social benefit, community connection
- ❑ promotion of cultural diversity and inclusion
- ❑ place making adding vibrancy and activation to a specific place
- ❑ bringing visitors to the City – estimate how many and where from
- ❑ generation of direct and indirect economic benefits
- ❑ industry/business growth
- ❑ increase the attractiveness of the City of Busselton for investment
- ❑ other

4. Why is your organisation best placed to run this event?

The skills, experience, governance/structure, contacts, capabilities of your organisation.

5. Have you applied for funding or sponsorship from any other source?

Please provide details of funding sources and requested amounts:

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Declaration

I, the undersigned, certify that I have read and understood the Event Sponsorship Program Guidelines, that I have been authorised to submit this application and that the information contained herein and attached is, to the best of my knowledge, true and correct.

Name	
Position	
Signed	
Date	

Please submit this application via one of the following methods:

- email to city@busselton.wa.gov.au
- mail to CITY OF BUSSELTON Locked Bag , 1 BUSSELTON WA 6280
- or by hand to City of Busselton Administration, Southern Dr Busselton

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Appendix 1

List the income and expenditure relating to your project.
Please attach a separate budget if more space is required.

Income	
Item	**Amount**
TOTAL INCOME	

Expenditure	
Item	**Amount**
Categorised Cash Expenditure	
Sub Total Cash Expenditure	
In Kind Support	
Sub Total In Kind Support	
TOTAL EXPENDITURE	