

Event Sponsorship Programme

Application Form for Events From 1 July To 30 June

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

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

Part One – Event Details

Event Name	
Event Date/s	
Brief Event Description	
Event Venue	
Event Address	
Event Website	
Event Classification (as per Event Guidelines)	
Type of event – Community, sport or cultural / commercial	
Total Event Budget	
Funding Requested	
Proposed Use of Funding	

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Part Two - Applicant Details

Entity Name	
Entity Type (please specify) Sole Proprietor / Partnership / Company / Incorporated Association / Trust / Other	
Business Name	
ABN No	
Contact Person	
Position	
Postal Address	
Organisations PHYSICAL address	
Telephone	
Email Address	
Website	
Is your group incorporated?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Registration No (<i>if incorporated</i>)	
Are you registered for GST?	<input type="checkbox"/> Yes <input type="checkbox"/> No

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Part Three - Event Assessment Criteria

Please address all criteria. If not applicable, please mark N/A.

1. Event Content, Location & Target Audience

- 1.1 Provide a detailed description of all components of the event and event programme.
- 1.2 Provide an overview of the history of the event. When did it begin, how did it grow, evolve and develop over time?
- 1.3 Please outline the suitability of the venue for your event ie patron access, existing facilities, history of holding successful events etc.
- 1.4 Describe the target audience and participants likely to attend the event eg. a breakdown of participants/performers, spectators, competitors, officials, volunteers etc.
- 1.5 Is your event comparable to other events locally, nationally or internationally?
- 1.6 Is the event part of a State, National or International circuit/tour?

2. Event Objectives, Management & Growth

- 2.1 State the objectives, purpose or expected outcomes of the event. These should be clearly defined, achievable and measurable.
- 2.2 What is the plan for future growth of the event?
Will it be held annually, biannually or is it a one-off event?
- 2.3 What is the management/organisational committee structure for the event?
Please provide an outline of the organisational structure for the event detailing all relevant event management experience.

Economic Impact

3. Visitor/Attendance Numbers

3.1 Provide a breakdown of the estimated number of attendees from:

- a) Within the local area (City of Busselton);
- b) Within the South West Region;
- c) Perth Metropolitan Area;
- d) Intrastate – From other parts of WA (other than Perth);
- e) Interstate – From other parts of Australia; and
- f) International.

Please include details of how these figures were obtained.

4. Economic Impact

- 4.1 Estimate the local economic impact of the event. This can be completed by incorporating the anticipated number of intrastate, interstate and international visitors (participants, spectators, support crews and others travelling specifically for the event), their total length of stay and their estimated daily expenditure (accommodation, meals, entertainment, etc). Please do not include those attending the event that normally live or have a residence in the local community.

For the latest economic impact data, please visit www.tourism.wa.gov.au

	Intrastate Visitors	Interstate Visitors	International Visitors	Total Visitors
Visiting specifically				
Extending				
Average daily spend (accommodation, meals, entertainment, etc)				
Length of stay				
Direct expenditure (\$)				

- 4.2 Estimate how much will be spent with local suppliers/businesses within the City of Busselton for event equipment, infrastructure and other services. Preference will be given to events that source event equipment and vendors locally.

Strategic Benefit

5. Tourism

- 5.1 Is the event planned during a shoulder or off peak tourism time (May – October) of the year? Preference will be given to events at these times of the year as this is when accommodation and other tourism facilities and services are available in the area.
- 5.2 Does the event coincide with any other events in the area/region? If so, please list the events and any potential impacts (positive or negative) that may result.
- 5.3 How will the event showcase aspects of the City of Busselton and assist with its competitive positioning as a vibrant tourist destination and the ‘Events Capital WA’?

Environmental Impact

6. Environmental Strategy

- 6.1 Does the event impact (positively or negatively) on the environment? Will the event negatively impact in a way that will require considerable restoration of the environment or grounds on which it operates? Is the event to be held in an environmentally or ecologically sensitive area?

Promotional Benefit

7. Media and Marketing

- 7.1 Provide the marketing strategy for your event and describe all marketing activities that will be undertaken to promote the event.
- 7.2 Provide information on all media coverage proposed for the event, including but not limited to, television (news and dedicated programmes), radio, print, internet and social media. Please detail whether the media is reaching local, state, interstate or international markets.
- 7.3 What is the total marketing budget? Please provide a breakdown of this budget, including local media spend.
- 7.4 Measurement of an event's prestige is based on the level of competition, the status of participants, sponsors and the media, the involvement of national and/or international artists / performers / competitors and the number of patrons / attendees. Describe how your event intends to meet these criteria.

8. Sponsorship Benefits

- 8.1 Describe the opportunities that will be made available to the City of Busselton Council and representatives including recognition, branding opportunities, public announcements, award presentations, event attendance and other promotional strategies.

Social Benefit

9. Community & Corporate Support

- 9.1 What initiatives or strategies are you planning on undertaking to encourage community involvement of your event ie volunteering opportunities, community fundraising etc?
- 9.2 Provide details of the financial and in-kind support, and/or endorsement, provided by the local community including:
 - a) Local businesses/organisations;
 - b) Local Government Authorities;
 - c) Regional Tourism Organisations and Visitor Centres.
- 9.3 Provide details of any corporate/private sector investment/sponsorship.

10. Financial Viability

- 10.1 Provide a detailed budget including projections of income and expenditure (See Appendix 1). Include expenditure amounts with local City of Busselton businesses.
- 10.2 Provide details of any other grant/sponsorship applications that have been made for this event (See Appendix 2).
- 10.3 Provide a financial statement (audited if available) from the previous event.
- 10.4 Provide a copy of insurance certificates of currency or policies secured for the event eg. public liability, personal accident for volunteers, etc.

11. Evaluation

11.1 How will you measure the success of the event and the achievement of the event objectives?

12. Funding Request

12.1 State the amount of funding being requested and provide a detailed budget regarding the specific activities to which the funding will be allocated.

Declaration

I, the undersigned, certify that I have read and understood the Event Sponsorship Programme 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	

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	

Appendix 2

Has your organisation attempted to secure financial assistance from other grant/sponsorship sources for this event? (Please provide details in the table below.)

Source	Amount Requested	Result
<i>Eg. Lotterywest</i>	<i>\$5,000</i>	<i>Pending</i>
<i>Eg. Sausage sizzle</i>		<i>We made \$300</i>
<i>Eg. Local printing business</i>	<i>\$1,000 worth of printing</i>	<i>Approved</i>