**COMPANY LOGO HERE**

Company Name Here

Address line 1 address line 2  
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www.emailaddress.com

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Prepared for:

(Client First Name)

(Client Last Name)

(Client Company)

Prepared by:

(Sender First Name)

(Sender Last Name)

(Sender Company)

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**Sponsorship Proposal**

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**EVENT SPONSORSHIP PROGRAM 2021/22**

**GUIDELINES**

# 1. Background

**A strategic priority of the City of Busselton Strategic Action Plan 2010 – 2020 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. Recognizing the positive economic and social benefits events and tourism has 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 Marketing and Events Reference Group can assess each proposal fairly and equitably.**

# 3. 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;**
* **Details of the organization;**
* **Objectives of the proposed event;**
* **Response to event criteria including;**
  + **economic impact;**
  + **social benefit;**
  + **environmental impact;**
  + **strategic benefit;**
  + **promotional benefit;**
* **Detailed event budget including all proposed income and expenditure;**
* **City of Busselton recognition and return on investment.**

**The City of Busselton’s Events Coordinator is available to assist applicants through the Event Sponsorship Application process.**

**Every Event Sponsorship Application is checked by the City’s Events Coordinator to ensure all required information is included prior to being forwarded to the Marketing and Events Reference Group.**

# 4. Sponsorship Evaluation Process

**The City of Busselton Marketing and Events Reference Group will assess each application by utilizing the following matrix:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **CRITERIA** | **SCORING INSTRUCTIONS** | **ASSIGNED SCORE** | | | | |
| **Event Classification** | **Local/community, Developing, Major, or Hallmark event (as described below)** |  | | | | |
|  |  | 1 | 2 | 3 | 4 | 5 |
| **Economic Benefit** | **1 (no/minor benefit) to 5 (high/major benefit)** |  |  |  |  |  |
| **Social Benefit** | **1 (no/minor benefit) to 5 (high/major benefit)** |  |  |  |  |  |
| **Environmental Benefit** | **1 (low environmental benefit/high negative environmental impact) to 5 (high environmental benefit/low negative environmental impact)** |  |  |  |  |  |
| **Strategic Benefit** | **1 (no/minor benefit) to 5 (high/major benefit)** |  |  |  |  |  |
| **Promotional Benefit** | **1 (no/minor benefit) to 5 (high/major benefit)** |  |  |  |  |  |
| Total | |  | | | | |
| Event Reference Group Total | |  | | | | |
| EVENT REFERENCE GROUP – FINAL SCORE | |  | | | | |

**The City will also consider the amounts in the event’s budget which will be spent with City of Busselton suppliers and businesses.**

**Based on your estimated budget, please advise what will be your total estimated spent in the following areas**

1. **Busselton based equipment hire, event contractor and supply businesses**
2. **Margaret River and Bunbury based businesses**
3. **Perth based businesses**

**Event Classification**

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Type | Hallmark | Major | Developing | Community |
| Features | * **Occurs annually** * **Internationally recognized** * **Unique to region** * **Attracts international and interstate visitors** * **Opportunities for local businesses** * **Actively engages local community** * **Significant external media exposure** * **Economic multiplier of at least 10** | * **May be internationally recognized** * **Annual or single event** * **Builds on local participation and community life** * **Opportunities for media exposure** * **Attracts visitors from > 40 min drive time** * **Economic multiplier of at least 4** * **Showcases facilities and attractions** * **Positions the City for other events** | * **Has potential to become a major or Hallmark event** * **Has strong passionate local supporters** * **Promotion of council asset of strategic importance** * **Positions City for future events** | * Celebrates an aspect of community life in the City * Generally, run by volunteers * Does not attract visitors from outside the City * Limited likelihood of media exposure * Limited economic benefit |
| Example | Ironman WA | Busselton Jetty Swim | Sculpture by the Bay | Carols by the Jetty |

**Economic Benefit**

**The economic impact of an event is based on the estimated contribution to the City, in terms of the anticipated number of international, interstate and intrastate participants, spectators, visitors, support teams, and others; the length of stay; the estimated daily expenditure; and the exposure of the event.**

**The percentage of the event budget provided by the non-government sector is also an important consideration when evaluating the events. The greater the revenue percentage provided by the private sector, the more favorable the assessment under this criterion.**

**Social Benefit**

**The social benefit of an event is assessed on the potential involvement of the local and larger communities in the event or in surrounding support activities. The more community involvement an event can create the more favorable the consideration.**

**Environmental Benefit**

**The environmental benefit of an event is assessed on the benefits and lack of impact on the environment. Should an event negatively impact in a way that will require considerable restoration of the environment or grounds on which it operates, a less favorable assessment will be recorded against this criterion.**

**Strategic Benefit**

**The City of Busselton enjoys a high accommodation booking rate at peak times of the year. For this reason, events held in the off-peak seasons/low/shoulder times of the year (not school holidays, long weekends, Christmas or Easter holiday periods) will be provided with a more favorable assessment recorded against this criterion.**

**In addition, those events held on an annual basis and demonstrating the capacity for sustainable growth will be provided with a more favorable assessment than a one-off event.**

**Promotional Benefit**

**A level of return is expected for any sponsorship granted by the City of Busselton. A favorable assessment recorded against this criterion may include a combination of the following, and will also have regard to the Event Classification:**

* **Media engagement and profile – Local, State or National - print, television, radio, electronic, professional associations, etc.;**
* **Prestige – the status of any competitors / performers / artists / participants / sponsors, etc.;**
* **Event Tickets – invitations to VIP/official functions and the ability for Councilors and representatives from the City to be involved in these functions;**
* **Signage/Branding Presence – promotion of the City’s logo at the event, on official merchandise and within other promotional opportunities.**

**The Marketing and Events Reference Group also has the right to recommend multi-year agreements for both Hallmark and Major Events at its discretion. This includes events that will require City sponsorship over a period of years and which have the potential to provide significant benefit to the community and/or economic development of the City.**

# 5. 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; ground marking, approval of traffic management plans, erection of signage/banners, provision of electrical services, 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.**

# 6. Council Endorsement

**Should the Marketing and Events 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.**

# 7. 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 Mayor (or equivalent) of the Application and 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 result be considered against any future sponsorship applications**

**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.**

# 8. Event Sponsorship Eligibility

The City of Busselton provides sponsorships that will:

* **Build relationships with organizations 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 City; and**
* **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 behavior, 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 charged to conduct that event. All fees and charges incurred remain payable to the City of Busselton.**

# 9. Event Sponsorship Rounds

**Applications for sponsorship will be available twice per year closing in March (for events conducted 1 July 2015 – 30 June 2016) and September (for events conducted up to 30 June 2016).**

# 10. Confidentiality

The City of Busselton and the Marketing and Events Reference Group seeks to maximise openness and transparency in its decision-making process.  
   
If any Applicant wishes to include information in their application that they require to be maintained as confidential then this information must be clearly labelled as 'confidential' by the Applicant. The Applicant must provide justification for the classification of information as confidential.   
   
Please note that 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.

# 11. 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.**

# 12. Additional Information

**Shane Walsh  
Events Coordinator  
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shane.walsh@busselton.wa.gov.au  
  
City of Busselton  
Locked Bag 1**

**Busselton WA 6280  
p: (08) 9781 0444       f: (08) 9752 4**

**SUMMARY OF INFORMATION REQUIRED FOR EVENT SPONSORSHIP APPLICATION**

Organization

* **Name of organization seeking sponsorship;**
* **Name and position of person who will take responsibility for sponsorship allocation;**
* **Full contact details – including address, phone, fax, email;**
* **Legal status of organization – i.e. incorporated, association, cooperative, etc.;**
* **Organizational structure – names, positions held, event management experience.**

Event

* **Date and duration – including frequency of event;**
* **Event history – including previous sponsorship;**
* **Event aim and program description – include any unique or innovative features;**
* **Management arrangements for the event;**
* **Whether or not the event is sanctioned or recognized by an official body;**
* **The venue – include details of capital works requirements and traffic considerations;**
* **Event objectives;**
* **Future development of the event.**

Economic impact

* **Number and origin of participants and spectators;**
* **Percentage of participants and spectators who are expected to stay in paid accommodation in the region;**
* **Evidence of past attendance figures for participants and spectators;**
* **Event expenditure – local and non-local;**
* **Marketing and advertising schedule – including detail of other media such as television coverage.**

Social benefit

* **Opportunities for community participation;**
* **How the event contributes to community health and wellbeing;**
* **How the event contributes to community cohesiveness;**
* **The event’s cultural contribution to the community.**

Environmental impact

* **Management of environmental impact and identification of any environmental benefits arising from the event.**

Strategic benefit

* **Calendar fit;**
* **Brand/intellectual property ownership;**
* **Use of infrastructure;**
* **Event’s capacity for sustainable growth.**

Event budget outline

**To enable an adequate assessment of the sponsorship application, the event budget must include all estimated income and expenditure, including City contribution and other.**

City of Busselton recognition

**Recognition of the City’s sponsorship contribution must be clearly articulated. This could include sponsor signage at the event, branding on marketing products/advertising/radio etc. as well as opportunities for Councilor participation in official functions and hospitality opportunities.**

Post event evaluation

**A post event evaluation report detailing the achievements of the event, and identified areas of improvement must be provided. Details should also include gate takings, audited reports, media exposure, audience survey, and analysis of the event outcomes against the proposed benefits and impacts (as identified in the event application). The evaluation report must be provided to the City of Busselton within 2 months after the date of the event to authorize the payment of the final instalment.**