

# REGIONAL EVENTS & FILM SPONSORSHIP

APPLICATION FORM 2024



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Please ensure that you have read the City of Albany's Regional Events & Film Sponsorship Guidelines and that you are eligible to apply for this funding.

*Note: Organisations and individuals are only eligible to submit one application across all City of Albany funding and sponsorship categories.*

## KEY DATES

Project or Activity Delivered:	1 January – 31 December 2024
Applications Open:	1 August 2023
Applications Close:	30 September 2023
Funding Decisions Announced:	20 December 2023
Grant Acquittals	Within six weeks of project completion

## KEY CONTACT

To discuss your project, or for other enquiries about Regional Events & Film Sponsorship, please contact the City of Albany's Executive Direction Community Relations on (08) 6820 3020 or by email on [nathan.watson@albany.wa.gov.au](mailto:nathan.watson@albany.wa.gov.au).





## CONTACT INFORMATION

Name:			
Name of Organisation Applying:			
ABN:			
Address:			
Phone:	(w)	(h)	(m)
Email:			

## EVENT / PROJECT DETAILS

Event / Project Name:			
Event / Project Start Date:			
Event / Project End Date:			
Event / Project Description:			

<b>Event / Project Proposal documentation attached?</b> (If your organisation has created a proposal that summarises your Event / Project, please attach)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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<b>Event Frequency:</b>	<input type="checkbox"/> Annual	<input type="checkbox"/> One Off	<input type="checkbox"/> Other Please specify:
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**EVENT HISTORY**  
If this is an inaugural event or film project please skip this question.

<b>What year did your event begin?</b>	
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Please detail new initiatives and changes that you have made to your event, that will positively affect growth:

Please include any pictures you have of your event from previous years.

**MARKETING AND COMMUNICATIONS**  
(If you have a Marketing Strategy, please attach)

**Target audience:**  
(Describe in 200 words or less.)

**Proposed marketing activities:**

(Detail your proposed marketing activities. Describe in 200 words or less.)

**What is the expected media exposure from the Event / Project?**

(Please note this is not referring to paid Event / Project advertising but instead expected articles/features outline in 200 words or less.)

**Marketing Collateral**

Please attach any marketing collateral (posters, branding, flyers) from last year's Event / Project and/or proposed collateral for this year's Event / Project.

**PRESTIGE AND UNIQUENESS**

**Prestige:** (Describe the prestigious elements of your Event / Project. Participants, sponsors, media; involvement of national and/or international artists/performers, competitors; and the number of patrons/attendees can add to the prestige of your Event / Project. Describe in 150 words or less.)

**Uniqueness, image building and brand.**

1. Provide details of your Event / Project program with particular emphasis on any unique aspects. Describe the point of difference that separates it from other events / projects. Describe in 100 words or less.
  
2. Describe how your Event / Project will showcase and reinforce the unique characteristics of Albany and assist with its competitive positioning as a vibrant tourist destination? Describe in 100 words or less.
  
3. Describe how your event project supports the City of Albany’s vision to be Western Australia’s most sought after and unique regional city to live, work and visit. Describe in 100 words or less.

**VISITATION AND ECONOMIC IMPACT**

**Estimated Visitor/Attendance Numbers**

Please do not include repeat attendees (i.e. people who attend two events on the event program).

**Estimated total number of attendees:**  
(Include participants and visitors)

**Estimated total number of participants:**  
(E.g. vendors, competitors, artists etc.)

**Estimated total number of visitors:**  
(E.g. ticketholders, spectators etc.)

**Economic Impact Estimates:**

The anticipated number of visitors (participants/spectators/support crew/artists/others travelling specifically for the Event / Project), their total length of stay. Please do not include repeat visitors or those visitors who are already in town on holiday who attend the event.

	EXAMPLE	Intrastate Visitors (non-local area)	Interstate Visitors	International Visitors	TOTAL
Visiting specifically	500				
Average length of stay	3 Days				

**COMMUNITY SUPPORT**

**Local community support:** (List and provide evidence of support from local businesses, community groups, regional tourism organisations and the like. Describe in 200 words or less.)

**LETTERS OF SUPPORT**

List and attach two letters of support.

- 1.  Attached
- 2.  Attached

## EVENT / PROJECT MANAGEMENT AND INSURANCE

**Describe the Event / Project management structure:** (Include people working across areas of administration, finance, operations, public relations and marketing and Event / Project sustainability. Describe in 350 words or less.)

**Please describe any significant incidents, safety issues and/or financial losses associated with the prior conduct of this Event / Project?** (i.e. death, major financial loss, fraud, etc)

**Does your event currently hold at least \$20 million Public Liability Insurance?**

Yes       No

Any relevant notes if applicable:

## RISK MANAGEMENT

**Do you have a risk management plan currently in place for your Event / Project?**

Yes       No

Please note: if successful for funding a comprehensive risk management plan consistent with the Australian Standard on risk management will need to be provided as part of your event application.



## EVALUATION

**Measuring the success of the Event / Project.** Describe how you will measure the success and the achievement of the Event / Project objectives? i.e. questionnaires, surveys, ticket sales, turnstile counts, participant feedback, visitor satisfaction, etc. Ensure your response demonstrates how you will determine economic impact. (Describe in 200 words or less).

## SPONSORSHIP REQUEST

**State the amount of funding being requested.**

Funding requests must be between \$5,000 and \$20,000.

<b>CASH</b>	<b>\$</b>
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## CHECKLIST AND SIGNING

	BUDGET – I have submitted a completed Budget Template for the Event / Project.
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	WORD LIMIT – I have not exceeded the word limits where specified.
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	SIGN – please ensure your application is signed. Unsigned applications are not eligible for funding
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	ENSURE – your application is submitted in word version or PDF. Power point, JPEG's and MAC compatible will not be accepted.
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	I have attached marketing collateral from last year's Event / Project and/or proposed collateral for this year's Event / Project (if applicable).
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	I have attached an Event / Project Proposal (if applicable).
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	I have attached the Marketing Strategy (if applicable).
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	I have attached pictures of the event from previous years (if applicable).
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	I have attached all letters of support.
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	SUBMIT – your application via email.
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**DEADLINE for Application is: 30 September 2023**

## DECLARATION:

I, the undersigned, being the \_\_\_\_\_ (insert title) of \_\_\_\_\_ (insert organisation name), confirm that I have carefully reviewed and considered the responses and the information provided is true and correct in all material respects.

Signed:

Date: