



## Regional Event Sponsorship

# Application Form

Event Period: 1 January to 31 December 2016



## Regional Events Sponsorship Application Form 2016/17

Please ensure that you have read the City of Albany 2016/2017 Regional Events 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** (*excluding Community Leadership Grants*). For example a single organisation cannot submit an application to both the Community Events Sponsorship program and the Regional Events Sponsorship program. Applicants must select only one category to apply to per funding round.

### KEY CONTACT

To discuss your project, or for other enquiries about Regional Events Funding, please contact the City's Events Approval and Project Officer, Simone Klose on (08) 9841 9208 or by email [simonek@albany.wa.gov.au](mailto:simonek@albany.wa.gov.au).

Contact Information			
Name:			
Position:			
Street Address:			
Suburb:			
State:		Post Code:	
Phone:	(w)	(h)	(m)
Email:			



## 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:

Estimated total number of (if applicable):

Participants:                      Competitors:                      Artists:

Spectators:                      Other:

### Economic Impact Estimates

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

	Intrastate Visitors (non- local area)	Interstate Visitors	International Visitors	TOTAL
Visiting specifically				
Average daily spend (includes accommodation / food/activity costs)	\$	\$	\$	
Average length of stay	days	days	days	
<b>TOTAL</b>				

## Event Budget

Provide an event budget including projections of income and expenditure.

**Total estimate of event budget** (*The total expenditure (costs) associated with the event.*)

\$

## Financial Statements

*Provide financial statements (audited) from the previous two events. Include as an attachment to the application if applicable and note what is attached in the space below.*

## Marketing and Communications

**Target audience.** *(Describe in 100 words or less.)*

**Proposed marketing activities.** *(Detail your proposed marketing activities. Describe in 100 words or less.)*

### Marketing budget

The proposed total CASH and IN-KIND components of your marketing budget.

<b>CASH</b>
\$

<b>IN-KIND</b>
\$

### Media Impact

**What is the expected media exposure from the event?:** *(Please note this is not event advertising e.g. articles/newspapers Outline in 100 words or less.)*

## Prestige and Uniqueness

**Prestige.** *(Describe the prestigious elements of your event. 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. Describe in 150 words or less.)*

### **Uniqueness, image building and brand.**

(1) Provide details of your event programme with particular emphasis on any unique aspects. Describe the point of difference that separates it from other events and how your event 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 200 words or less.*

(2) Will the event 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) Is your event comparable to other events locally, nationally or internationally? If so, please include the name and website link to the event. *Describe in 100 words or less.*

### **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.)*

### **Event Management, Risk Management and Insurance**

**Describe the event management structure in place (including people working across areas of administration, finance, operations, public relations and marketing).** *(Describe in 350 words or less.)*



**If the applicant is not the primary event holder of the event (i.e. performs a marketing/promotion type role or similar for the event) you will need to ensure all events that are being marketed/promoted have the appropriate risk management and insurance. Please describe the structure and governance if you are not the primary event holder. (Describe in 250 words or less.)**

**Please list the full names of all directors associated with the event (if applicable).**

**In relation to the event and any key personnel, please provide details of any:**

- (1) Criminal proceedings
- (2) Regulatory violations
- (3) Significant litigation

**Please attach the risk management plan for the event (if applicable, or required).**

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

**What insurance (including level) do you currently hold for the event?**

(1) General liability (public and product)

Yes  No  (\$ level) \$ \_\_\_\_\_

(2) Personal accident

Yes  No  (\$ level) \$ \_\_\_\_\_

(3) Workers' compensation

Yes  No  (\$ level) \$ \_\_\_\_\_

Any relevant notes if applicable:

**Is there a viable business plan in place for the operation and promotion of the event?**

*(Describe in 200 words or less.)*

## Evaluation

**Measuring the success of the event.** *Describe how you will measure the success and the achievement of the event 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).*

## Letters of Support

List and attach letters of support.

## Sponsorship Request

Applicants can apply for one year of sponsorship funding.

State the amount of funding being requested.

*Funding requests must be between \$10,000 and \$20,000*

\$

**Proposed use of funding.** *(Detail what specific activities to which the funding will be allocated.)*

## Checklist and Signing

- BUDGET – I have submitted a budget for the event.
- WORD LIMIT – I have not exceeded the word limits where specified.
- SIGN – please ensure your application is signed. Unsigned applications are not eligible for funding
- ENSURE – your application is submitted in word version or PDF. Power point, JPEG's and MAC compatible will not be accepted.
- I have attached all letters of support (if relevant).
- SUBMIT – your application via email.

***DEADLINE for application is 4pm, Thursday, 17 September 2015***

### 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: \_\_\_\_\_