



Media release

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City of Albany 2015 Regional Event Sponsorship program now open

The City of Albany 2015 Regional Event Sponsorship program is now open.

A total pool of \$100,000 is available in this round, an increase of \$50,000 on last year's program.

Applicants can apply for up to \$30,000 to go towards an event to be staged in the 2015 calendar year.

City of Albany Community Services Executive Director Cameron Woods said the sponsorship program was intended to encourage the staging of more high profile events in Albany.

"The staging of regional special events has the ability to produce a wide range of significant economic and social benefits for communities and regions," he said.

"As well as increasing visitor spending, events can also contribute substantially to a destination's range of tourist attractions, facilitate media coverage for the destination, promote awareness of the destination for future visitation and lead to the construction of new facilities and infrastructure."

Mr Woods said RES was a highly competitive funding program and only compliant applications would be considered.

Major points to note for the 2015 RES program include:

- Events must be staged in the 2015 calendar year (1 Jan to 31 Dec 2015)
- \$100,000 funding pool (increased from \$50,000 in last year's program)
- Application amounts considered up to \$30,000
- Applications close Monday 1 September 2014
- Notification early November 2014.

Mr Woods said submitting an RES application was a separate process to applying to the City for event approval, and it was the responsibility of the event organiser to complete all necessary event approvals.

The RES guidelines and application forms are available at <http://www.albany.wa.gov.au/your-community/community-funding-and-sponsorship/regional-events-sponsorship>.

For enquiries about Regional Event Sponsorship, please contact the City's Manager Tourism Development & Services Matthew Bird via matthewb@albany.wa.gov.au.

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