

REGIONAL EVENTS SPONSORSHIP

Application Form 2016/17

A+
CITY OF
Albany

EVENTS



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 Team Leader, Adele Leahy on (08) 9841 9363 or by email adelel@albany.wa.gov.au.

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



Event History

If this is the first year that your event has been run, please proceed to the Visitation and Economic Impact section.

What year did your event begin?

Please complete the event statistics for the last five years, if applicable:

Statistics	2012	2013	2014	2015	2016
Budget					
Participants					
Spectators					

Please list any new initiatives or changes that you have made to your event, that have positively affected growth:

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

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 participants:	
Estimated total number of competitors:	
Estimated total number of artists:	
Estimated total number of spectators:	
Estimated total number of 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 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 daily spend (includes accommodation / food/activity costs)	\$110				
Average length of stay	3 days	days	days	days	
TOTAL SPEND (visiting specifically x Average daily spend x average length of stay)	\$165,000				

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 Collateral

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

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. *(Include people working across areas of administration, finance, operations, public relations and marketing. Describe in 350 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 contact the Events Team Leader, Adele Leahy on 08 9841 9363.)

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.)*

Do you have a sponsorship document already created? *(Please attach.)*

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 two letters of support.

1. _____ Attached

2. _____ Attached

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.

CASH
\$

IN-KIND
\$

Please use the Budget Template to detail how you are proposing to use the funding.

Checklist and Signing

- BUDGET – I have submitted a completed Budget Template 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 marketing collateral from last year's event and/or proposed collateral for this year's event (if applicable).
- I have attached a Sponsorship proposal (if applicable).
- I have attached pictures of the event from previous years (if applicable).
- I have attached a risk management plan (if applicable).
- I have attached all letters of support.
- SUBMIT – your application via email.

DEADLINE for application is 4pm, Thursday, 15 September 2016

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: _____