

INTRODUCTION

The City of Albany's Regional Events Sponsorship program supports the staging of regional special events that can contribute to the delivery of economic benefits for the region.

The City of Albany recognises the importance of regional special events as a contributor to the City's vision to be Western Australia's most sought after, and unique, regional city to live in, work and visit.

Regional Special Events can produce wide ranging social and economic benefits and provide a tool for successful tourism destination development. These events can drive both day trip and overnight visitation and have been used successfully to attract visitors during tourist season shoulder periods. They also play an important role in activating public places and engaging regional communities.

To be considered a Regional Special Event, organisers must demonstrate in their application that the event has the capability to draw a significant number of visitors from outside of the region.

KEY CONTACT

To discuss your project, or for other enquiries about Regional Events Sponsorship, please contact the City of Albany's Events Team on 6820 3033 or email events@albany.wa.gov.au.

KEY DATES

Action	Date
Applications Open	7 August 2017
Applications Close	15 September 2017 4.00pm
Applications Assessment	October 2017
Notifying Successful Applicants	November 2017
Successful Applicants Contract Signing	November – December 2017
Project or Activity Delivered	1 January 2018 – 31 December 2018

KEY INFORMATION

- Total funding of \$65,000 has been allocated to this program for the 2018 calendar year
- Events must be held between 1 January 2018 and 31 December 2018
- Applicants are advised that they should discuss their application with the City of Albany's Events Team on 6820 3033 or by emailing events@albany.wa.gov.au
- Applicants may only submit one application across all City of Albany funding and sponsorship categories. 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 financial year

APPLICATION CRITERIA

City of Albany Regional Events Sponsorship Program objectives:

- Increase visitor expenditure within the Albany region (economic impact)
- Involve and inspire the local community (social benefits)
- Attract media coverage that will help to raise the profile of Albany as a visitor destination (media impact)

Applicants are also encouraged to apply for Tourism WA RES funding. The 2018-19 RES round, for events that fall between July 1, 2018 and June 30, 2019, will open around October 2017. For a copy of the Tourism WA Regional Event Scheme Guidelines, please visit <http://www.tourism.wa.gov.au/Industry/Sponsorship/Event-sponsorship/Pages/Regional-Events-Scheme.aspx>.

ANZAC ALBANY 2018

Albany is closely linked to the Anzac story. As 2018 will mark 100 years since the end of World War I, events with an ANZAC theme, commemorative element or program that may complement broader Commemorations in Albany will be viewed favorably. For more information about Anzac Albany 2018, contact the City of Albany's Events team on events@albany.wa.gov.au.

GENERAL INFORMATION

- The funding decisions are final and cannot be contested/appealed
- Applications are evaluated against the application criteria by a local assessment panel focused on economic development initiatives
- Funding is competitive and on some occasions, events that sufficiently meet the criteria may only be awarded part or no funding

FUNDING REQUESTS

- Funding requests can be between \$5,000 and \$20,000
- Applicants can apply for one year of funding only
- Funding requests cannot cover the total cost of your event
- Funding will only be granted to events planned to be held during the 2018 calendar year

EVENT APPROVAL APPLICATIONS

All event holders who receive event funding through this program must submit an Event Approval Application to the City of Albany. This process aims to facilitate public safety and provide safe, successful and sustainable events.

Through this process, event organisers will need to provide evidence of meeting relevant insurance requirements and may be requested to provide a Risk Management Plan, a Traffic Management Plan, Site Plans, Run Sheets and other associated documentation.

For more information on the Event Approval Application and process, please contact the City of Albany's Events Approvals and Project Officer on 6820 3035 or email eventsapprovals@albany.wa.gov.au

APPLICATIONS WITH THE FOLLOWING WILL BE DEEMED **INELIGIBLE**:

- Events that require the total cost of the event to be covered by City of Albany
- Regional Events Sponsorship Applicants without proof of an Australian Business Number (ABN) are ineligible for funding unless they meet one (1) of the criteria contained in the Australian Taxation Offices' Statement by a Supplier form:
<https://www.ato.gov.au/uploadedFiles/Content/MEI/downloads/Statement%20by%20a%20supplier.pdf>
- Applications that are received after the submission deadline
- Faxed submissions
- Events that occur outside of the dates 1 January 2018 – 31 December 2018
- Events already in receipt of any other City of Albany funding for the same event in the same year
- The funding request is for expenditure associated with a past event
- Events that are unable to produce evidence of relevant insurance
- Events that are unable to provide a Risk Management Plan upon request

THE FOLLOWING TYPES OF EVENTS ARE NOT ELIGIBLE FOR FUNDING:

- Meetings
- Promotional/business exhibitions
- Expos, conventions and/or trade shows

EVENT AND PERSONNEL DISCLOSURES

The City of Albany requires organisers to disclose any information regarding their event or key personnel in regards to:

- Criminal proceedings
- Regulatory violations
- Significant litigation

These disclosures must be provided at the same time as your application. If no disclosures are made, and the City of Albany later discovers that there was need for disclosure, it may affect the outcome of your application.

SPONSORSHIP REQUIREMENTS

Events that receive sponsorship from the City of Albany through the Regional Events Sponsorship program will be expected to provide the following:

- Recognition as a major partner in your event
- Where appropriate naming rights to the event/a team/an obstacle in the event.
- At least one month prior to the event, the Mayor (or representative) to be invited to open the event and make a speech and/or Mayor to be invited to present awards at the award ceremony.
- A display stand space for City of Albany to capture visitor information/distribute marketing collateral.
- An agreed number of general admission tickets (or similar benefit) to the event for the City's use in Amazing Albany giveaways and promotional activities.
- City of Albany and Amazing Albany logo to be used in every instance of major logo placement across all marketing.
- City of Albany and Amazing Albany logo and branding to be displayed on selected locations throughout the event.
- City of Albany and Amazing Albany destination marketing brand to be integrated into the event's marketing and public relations campaign (including logo placement, brochure advertising space, media mentions, media releases, website announcements, social media postings).
- A minimum of three sponsor acknowledgement posts, exclusive to the City of Albany, are to be made on the event's social media channels (including one on the event date), tagging the City's social media channels and acknowledging the City of Albany/Amazing Albany as a major partner.

SUBMITTING YOUR APPLICATION

It is advised that applicants discuss their event with the City of Albany’s Event Staff prior to submitting an application.

City of Albany Events Team
 6820 3033
events@albany.wa.gov.au

All applications must be received by City of Albany before **4.00pm** on **15 September 2017** via post, email or hand delivery. If lodging by post, applications must be postmarked on or before the closing date.

Email: To: records@albany.wa.gov.au; CC: events@albany.wa.gov.au

Subject line: 2018 City of Albany Regional Events Sponsorship Application - (insert event name).

Emailed applications must be received in full prior to the closing date and time.

Post: City of Albany, PO Box 484, ALBANY WA 6331.

Mailed applications must include the application on a thumb drive in Microsoft Word format, printed copy optional.

Hand deliver: City of Albany North Road Office, 102 North Road, ALBANY WA 6330

Hand delivered applications must include the application on a thumb drive in Microsoft Word format, printed copy optional.

REGIONAL EVENT SPONSORSHIP CHECKLIST

I have read all information contained in the 2017/18 guidelines	<input type="checkbox"/>
I have filled out an application form and have completed each section	<input type="checkbox"/>
The electronic copy of my application is: <ul style="list-style-type: none"> • Microsoft or pdf compatible • Equal to or less than 10 megabytes • Free from viruses 	<input type="checkbox"/>

It is the responsibility of the applicant to inform City of Albany of any change in the status or circumstances of the application between lodgment, assessment and announcement.

Incomplete applications will not be processed. Late submissions will not be accepted.

TAX INFORMATION FOR APPLICANTS

The City of Albany is registered for GST and has been issued with an ABN 94 717 875 167. The City of Albany regards sponsorship funding under Regional Events Sponsorship program as payment for supply and normal GST provisions are applicable.

For GST-registered applicants, the GST component will be included in payments made by City of Albany.

For applicants not registered for GST, City of Albany will not reimburse any GST components. Where the applicants do not hold an ABN, City of Albany will be required to withhold 48.5 per cent of the amount payable.

Funding will be provided according to the contract conditions negotiated between the City of Albany and the event holder.

