

## Regional Events Sponsorship Application Form 2017/18

**Please ensure that you have read the City of Albany 2017/2018 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 Sponsorship, please contact the City of Albany's Events Team on 6820 3033 or, by email on [events@albany.wa.gov.au](mailto:events@albany.wa.gov.au).

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

Event Information	
Event Name:	
Event Start Date:	
Event Start Time:	
Event End Date:	
Event End Time:	
Event Description:	
Sponsorship Proposal Documentation Attached?    Yes <input type="checkbox"/> No <input type="checkbox"/> If your organisation has created a sponsorship proposal that summarises your event, please attach.	
Event Frequency:	<input type="checkbox"/> Annual <input type="checkbox"/> One off <input type="checkbox"/> Other Please specify

### Event History

If this is an inaugural event, please proceed to the Visitation and Economic Impact section.

What year did your event begin?

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

**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?** *(Please note this is not referring to paid event 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 and/or proposed collateral for this year's event.

**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. *Describe in 100 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) Describe 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 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), 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	days	days	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

### Anzac Link

Albany is closely linked to the Anzac story. As 2018 will mark 100 years since the end of World War I, we want to encourage events with an ANZAC theme or commemorative element. Please note: an Anzac theme or commemorative element is not a guarantee of funding but it will factor into consideration. If your event does not have an Anzac link, please proceed to the Event History section.

**Anzac theme or commemorative element:** *(How does your event engage, explain or explore the Anzac history? Describe in 150 words or less)*

Will RSL Albany Sub-Branch be involved in your event?    Yes     No

### Event Management and Insurance

**Describe the event management structure:** *(Include people working across areas of administration, finance, operations, public relations and marketing and event 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?** *(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:

### 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).

### Sponsorship Request

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

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

<b>CASH</b>
\$

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

**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 all letters of support.
- SUBMIT – your application via email.

**DEADLINE for application is 4pm, 15 September 2017**

**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: \_\_\_\_\_