

# REGIONAL EVENTS SPONSORSHIP APPLICATION FORM 2021 – 2022





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Please ensure that you have read the City of Albany 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.

## KEY CONTACT

To discuss your project, or for other enquiries about Regional Events Sponsorship, please contact the City of Albany's Manager Community Relations on (08) 6820 3020 or by email on [louise.paterson@albany.wa.gov.au](mailto:louise.paterson@albany.wa.gov.au).

## KEY DATES

Applications Open:	1 July 2021
Applications Close:	30 July 2021
Application Assessment:	2 – 6 August 2021
Successful Applicants Notified	Late September 2021
Project and Activity Delivered:	September 2021 – June 2022



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**REGIONAL EVENTS SPONSORSHIP APPLICATION FORM**  
SYNERGY REF: CR.SPO.51 (reviewed June 2021)

**CONTACT INFORMATION**

<b>Name:</b>			
<b>Name of Organisation Applying:</b>			
<b>ABN:</b>			
<b>Address:</b>			
<b>Phone:</b>	(w)	(h)	(m)
<b>Email:</b>			

**EVENT DETAILS**

<b>Event Name:</b>	
<b>Event Start Date:</b>	
<b>Event End Date:</b>	
<b>Event Description:</b>	

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<b>Event Proposal documentation attached?</b> (If your organisation has created an event proposal that summarises your event, please attach)	Yes	No	
<b>Event Frequency:</b>	Annual	One Off	Other Please specify:
<b>EVENT HISTORY</b> If this is an inaugural event, please skip this question.			
<b>What year did your event begin?</b>			
<b>Please detail new initiatives and changes that you have made to your event, that will positively affect growth:</b>			
Please include any pictures you have of your event from previous years.			
<b>MARKETING AND COMMUNICATIONS</b> (If you have a Marketing Strategy, please attach)			
<b>Target audience:</b> (Describe in 200 words or less.)			

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**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/social media exposure - 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 program 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. Describe how your event will 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.)

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**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				

**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 |

## 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:

## RISK MANAGEMENT

**Do you have a risk management plan currently in place for your event?**

Yes                  No

Please note: if successful for funding a comprehensive risk management plan consistent with the Australian Standard on risk management will need to be provided as part of your event application.



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**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 \$5,000 and \$20,000.

**CASH** \$

**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 an Event Proposal (if applicable).
	I have attached the Marketing Strategy (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, 30 July 2021**

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**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: