

# Arts and Culture Sponsorship 2025/26 Application Form

## Form Preview

## Arts and Culture Sponsorship

### Program Information

Arts and culture are vital elements of city life as they engage, challenge and surprise people and help us reflect on our unique cultural identity. Through direct investment in these activities, the City of Perth creates opportunities throughout the year for community interaction and enjoyment, resulting in Perth being a vibrant, iconic destination to live, work, study and visit.

Through Arts and Culture Sponsorship, the City supports projects that represent a broad range of high-quality arts activity and creative cultural practice which assist the City in achieving its broader strategic aims.

Arts and Culture Sponsorship is accessible to a wide range of organisations that identify the arts as their primary purpose, feature a public outcome, and provide opportunities for creative participation in the public domain.

### Funding Available

#### Funding TierAmount

Tier 1\$20,001 - \$40,000

Tier 2\$40,001 - \$60,000

Tier 3\$60,001 - \$150,000

The maximum contribution of sponsorship, including in-kind support, provided by the City is \$150,000 and up to 30% of the total project budget.

### Key Dates

Applications open - 1 May 2025Application deadline - 30 May 2025, 4pm (AWST)Notification of decision - 30 August 2025

Applications must provide a public outcome between 1 October 2025 and 31 December 2026.

### Before You Begin

To make your application process simple, we recommend having the following documents available:

#### Program guidelines

- Read over the [Arts and Culture Sponsorship 2025/26 program guidelines](#) and make sure you understand all requirements of the program.
- You can also review the [Make Your City Event Shine event guide](#) for practical considerations that will help you address the assessment criteria.

#### Required Documentation

##### 1. Project budget showing income and expenditure

- You can attach this as a document or use the form builder option. A template is [available here](#).

##### 2. Evidence of financial viability

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- e.g. a recent bank statement, business activity statement or annual reporting statement.

### 3. Copies of relevant insurance

- If you don't have available this can be provided during the agreement stage.

### Feedback

- A Sponsorship and Grants Officer is available to provide feedback and answer any questions you may have about the application process prior to submitting.
- Once your application is submitted no further assistance can be provided.

## Eligibility Declaration

\* indicates a required field

Please note the Eligibility Criteria for the Arts and Culture Sponsorship program before starting your application - see the [Arts and Culture Sponsorship 2025/26 program guidelines](#).

To be eligible to receive sponsorship from the City, the applicant **must**:

- be a legally constituted entity or individual with an Australian Business Number (ABN) or be under the auspice of an Australian legal entity;
- have appropriate insurances where required, as outlined under the City's Activity Approvals or other relevant policies;
- have submitted the application prior to the project commencement date with sufficient time to enable consideration by the City;
- offer a project or initiative within the City's local government area; and
- demonstrate financial viability without the City's funding (an individual event or project may not be viable without the City's support, however the organisation must be)

The City will **not** consider applications from:

- the Commonwealth or State Government Departments;
- a political party;
- an applicant that (the City considers) supports, promotes or facilitates violence, intolerance or discrimination;
- an employee or elected member of the City, or their immediate family members;
- an applicant that has outstanding debts to the City;
- an applicant who is in legal conflict with the City;
- an applicant that has failed to provide satisfactory acquittal reporting for any previous City funding;
- an applicant that has already received City funding (including in-kind) for the same project within the same financial year; and
- an applicant that conducts themselves in a way the City considers to be injurious or prejudicial to the character or interests of the City.

The City will **not** consider applications for the following projects or project expenses:

- projects where the City consider the primary purpose to be political;
- projects that the City of Perth consider denigrate or exclude parts of the community or have an adverse effect on public health, safety, the environment or heritage;
- projects that request reimbursement of funds already spent;

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- projects that are for debt reduction or operational deficits; and
- project legal expenses.

The City will not support recurrent operational funding, including, but not limited to wages, salaries, or administrative overheads. Further details on eligibility and requirements can be found in the [City's Sponsorship and Grants Policy](#).

If you have any questions please contact a City of Perth Sponsorship and Grants Officer on 08 9461 3333.

**I confirm that I have read and understood the Eligibility Criteria before proceeding with the application \***

☐ I confirm

Please note, before you commence your application you are required to speak with a City Sponsorship Officer to ensure your event is eligible and aligned with the program.

**I confirm that I have spoken to a City of Perth Sponsorship and Grants Officer about my event and application \***

☐ I confirm

**Which Sponsorship and Grants Officer at the City of Perth have you discussed your application with? \***

**Please list any other City of Perth officers you have spoken to regarding your application**

## Applicant Details

\* indicates a required field

### Applicant

**Definition:** the organisation or individual who will enter into an agreement with the City of Perth and funds will be paid to.

**Applicant Entity \***

☐ Individual ☐ Organisation

Organisation Name

Title First Name Last Name

<input type="text"/>	<input type="text"/>	<input type="text"/>
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Make sure you provide the same name that is listed in official documentation such as with the ABR, ACNC or ATO.

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### Applicant Entity ABN \*

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	<a href="#">More information</a>
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

### Address \*

Address

  

Address Line 1, Suburb/Town, State/Province, and Postcode are required.

### Website

Must be a URL

### Organisation's purpose or mission statement \*

Word count:

Must be no more than 100 words.

What type of projects or programs do you deliver? Are you member based or not-for-profit?

## Applicant Contact

**Definition:** the person completing this form and will be responsible for communicating with the City of Perth during the application and assessment process.

### Who is completing this application form? \*

- ☐ Project / Event Owner, Employee, Board Member or Volunteer (person directly employed by the 'applicant', organisation which owns the event)
- ☐ Authorised Agent, such as contracted Event or Project Manager or similar

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### Applicant Contact Details

**Applicant Contact \***

Title	First Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

This contact will be the person the City will correspond with regarding the application process

**Position held in organisation \***

**Applicant contact number \***

**Applicant contact email \***

Must be an email address.

### Authorised Agent Details

As this application is being completed by an external party from the applicant organisation, the following detail is required:

**Authorised Agent Organisation \***

Organisation Name

**ABN of Authorised Agent Organisation \***

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	<a href="#">More information</a>
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

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### Authorised Agent Contact \*

Title First Name Last Name

This contact will be the person the City will correspond with regarding the application process

### Position in organisation \*

### Authorised Agent contact number \*

### Authorised Agent contact email \*

Must be an email address.

### Please upload documented evidence provided by the applicant authorising the agent to complete this application on their behalf \*

Attach a file:

This could be an email or letter from the applicant entity stating authorisation to act on their behalf.

## Required Documentation

The following documentation is required from all applicants in this program

### A financial statement, business activity statement or similar to demonstrate financial viability \*

Attach a file:

This could include an annual financial statement or Business Activity Statement

### Applicants operating as a trust are requested to provide the Trust Deed

Attach a file:

### Successful applicants will be required to provide evidence of appropriate insurances at the time of agreement execution

- ☐ Provide now (attach below)
- ☐ If successful, will be provided at time of agreement execution

### Please provide evidence of appropriate insurances (e.g. public liability)

Attach a file:

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### Project Information

\* indicates a required field

#### Key Details

##### Project name \*

Must be no more than 15 words.

Your title should be short but descriptive

##### Project description \*

Word count:

Must be no more than 500 words.

Provide an overview of your project - what are you planning to do?

##### How would you define your project artform? \*

- ☐ Visual Arts
- ☐ Literary Arts
- ☐ Theatre
- ☐ Dance
- ☐ Music (Contemporary)
- ☐ Music (Classical)
- ☐ Other:

##### Total amount requested

This amount will be calculated from responses later in the application form

##### Event/Project start date \*

This should be the start date of public activity. Do not include rehearsals or bump-in.

##### Event/Project end date \*

If your event runs over multiple dates, please enter the date of the final event.

**Please summarise the days and times that activity with a public outcome will occur within your project.**

**If you have multiple event components or dates please upload a schedule here.**

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Attach a file:

**Is this a new project? \***

☐ Yes

☐ No

**How many years  
has your event been  
running? \***

Venue

### Public Open Space

Organisers of events held on public land within the City of Perth municipality must lodge an event application to the City of Perth for the proposed activity.

The **Activity Approvals** team is responsible for approving all public activities and events on roads, parks and reserves. The City requires the event application to be submitted for minor events at least **one month** prior to the event, for larger events applications should be submitted at least **six months**. Various fees and charges may apply and a quotation will be provided to you. To access the event application form please [click here](#).

The Activity Approvals team can be contacted on 08 9461 3333.

### Private Property

Activities being held within private property or land may still require a City of Perth permit or Public Building Approval. The City's Community Health team may assess your event site, if required. Applicants are encouraged to visit the [Health approvals, Licenses and Permits](#) page on the City's website for more information.

The Community Health team can be contacted on 08 9461 3333.

### City of Perth Venue

Please visit the [Facilities for hire](#) page for information on City run venues or contact the venue directly to obtain a booking.

**What type of venue are you using? \***

☐ Public Open Space ☐ Private Property ☐ City of Perth venue

If your event is taking place in multiple venues please select all relevant options

**Before submitting your application you are encouraged to consult with the relevant City of Perth approvals teams. Select from the below of which you have consulted with: \***

☐ Activity Approvals

☐ Community Health

☐ I have not consulted with a City of Perth approvals team

**What relevant approval applications have been made? \***

☐ An application for the relevant approval/permit has been made

☐ Additional approvals or permits are NOT required for my activity

**Please list all venues where your project is being held \***



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Please detail all locations if being held in multiple venues. Use one line for each venue or location

**Has the venue/s been confirmed? \***

☐ Yes

☐ No

☐ Some

## Attendance Profile

\* indicates a required field

### Target Audience

**Who is the primary target audience for the event? \***

Word count:

Must be no more than 250 words.

Provide a short description of who your event is targeting? Consider demographics, specific community groups etc.

### Attendance Cost

**What is the cost for attendees/participants? \***

☐ Completely free

☐ Completely ticketed

☐ Free and ticketed

eg. entry into a music festival is ticketed, spectators watching a fun run is free

**Please detail cost for attendees/participants?**

If ticketing, attending or participation costs vary please list. If multiple tiers of pricing please detail the range of prices (adults, children, concession etc).

### Attendance

**Projected overall attendance at free components \***

Must be a number.

**Projected overall attendance at ticketed components \***

Must be a number.

**Total Projected Attendance \***

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This number/amount is calculated.

### Where are your attendees/participants from?

- |  |  |
|--|--|
| <input type="checkbox"/> Perth CBD and surrounds     | <input type="checkbox"/> Interstate    |
| <input type="checkbox"/> Greater Metropolitan region | <input type="checkbox"/> International |
| <input type="checkbox"/> Regional WA                 |  |

Select all of those that apply. In order to select interstate or international, you must be able to demonstrate that attendees have specifically travelled from these locations for your event.

## Regional Attendance

### Attendees

What is the projected attendance from regional attendees? \*

Must be a number.

This number should be those who are travelling specifically to attend the event

### Room Nights

What is the projected number of overall room nights for these regional attendees? \*

Must be a number.

If nil, enter 0

## Interstate Attendance

### Attendees

What is the projected attendance from interstate attendees? \*

Must be a number.

This number should be those who are travelling specifically to attend the event

### Room Nights

What is the projected number of overall room nights for these interstate attendees? \*

Must be a number.

If nil, enter 0

## International Attendance

### Attendees

What is the projected attendance from international attendees? \*

Must be a number.

This number should be those who are travelling specifically to attend the event

### Room Nights

What is the projected number of overall room nights for these international attendees? \*

Must be a number.

If nil, enter 0

## Project Delivery

\* indicates a required field

## Event Management

Will an event management company be used for the delivery of this event? \*

- ☐ Yes ☐ No

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**Is this event management company the same as the authorised agent details previously provided?**

☐ Yes

☐ No

### Event Management Organisation

**Event Management Organisation**

Organisation Name

**How long has this organisation managed the delivery of the event? \***

### Key Experience

**Summarise the role of key project staff and their relevant experience \***

Must be no more than 250 words.  
Please keep information succinct.

**Upload key personnel bios (Optional)**

Attach a file:

You may choose to upload professional bios here.

### Marketing and Promotion

**How are you planning to market or promote your project? (OR attach your plan below)**

Word count:

Must be no more than 250 words.

**Please attach your marketing or promotions plan**

Attach a file:

You may choose to attach your marketing plan as support material.

### Measurement and Evaluation

**Will you be using a third-party organisation to complete measurement or evaluation of your event? \***

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☐ Yes

☐ No

**Please provide the name of the organisation that will complete the external evaluation**

## Assessment Criteria, Outcomes and Measurement

\* indicates a required field

### FundingTiers

Applicants are advised to consider project outcomes and alignment with the funding tier guidance set out below:

#### **Tier 1 Funding request**

**\$20,001 - \$40,000**

#### **Tier 2 Funding request**

**\$40,001 - \$60,000**

#### **Tier 3 Funding request**

**\$60,001 - \$150,000**

#### **Attendance and Audience Profile:**

- Minimum 2,000
- Local attendees
- The project encourages a sense of place, community and belonging

#### **Attendance and Audience Profile:**

- Minimum 10,000
- Local attendees, intra-state and interstate visitors who are accommodated in the city
- Identifies strategies to widen audience engagement

#### **Attendance and Audience Profile:**

- Minimum 20,000
- Local attendees, intra-state, interstate, and international visitors who are accommodated in the city
- Identifies multiple strategies to widen audience engagement, including repeat visitation

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### **Arts Organisation Profile:**

- Quality of the project and personnel reflect level of investment
- Local exposure through marketing promotion

### **Arts Organisation Profile:**

- Quality of the project and personnel reflect level of investment
- Statewide and/or national exposure in addition to notable local exposure through marketing promotion
- Ability to position Perth on the national stage

### **Arts Organisation Profile:**

- Quality of the project and personnel reflect level of investment
- National and/or international exposure in addition to significant local exposure through extensive marketing promotion
- Ability to position Perth on a national and/or international stage

### **Environmental Sustainability:**

- Sustainability considerations for reducing the project's environmental impact are included

### **Environmental Sustainability:**

- The organisation demonstrates multiple considerations in reducing the project's environmental impact

### **Environmental Sustainability:**

- Sustainability considerations for reducing the project's environmental impact are considerable and fully integrated into the project plan

### **Local Business Engagement:**

- Multiple local businesses are engaged
- Local business engagement considerations include:
  - Partnerships established with local businesses to encourage attendee spend in the city (e.g. Food & Beverage offers, accommodation deals)
- Cross-promotional opportunities
- City based suppliers supported

### **Local Business Engagement:**

- Multiple local businesses are engaged. - Engagement integrated into project plan

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- Local business engagement considerations include:
- Partnerships established with local businesses to encourage attendee spend in the city (e.g. Food & Beverage offers, accommodation deals)
- Cross-promotional opportunities
- City based suppliers supported

### **Local Business Engagement:**

- Multiple local businesses are engaged. - Engagement integrated into comprehensive project plan
- Local business engagement considerations include:
- Partnerships established with local businesses to encourage attendee spend in the city (e.g. Food & Beverage offers, accommodation deals)
- Cross-promotional opportunities
- City based suppliers supported

### **Outcome Measurement**

- Measured via survey at a minimum, to businesses and attendees. Formal research via external organisation preferable. Economic impact reported in acquittal

### **Outcome Measurement**

- Measured via survey at a minimum, to businesses and attendees. Formal research via external organisation preferable. Economic impact reported in acquittal

### **Outcome Measurement**

- Formal research via external organisation required. Economic impact reported in acquittal and impact report from external organisation

## Assessment Criteria and Measurement

Applications will be assessed against the extent to which they can address all of the following program assessment criteria.

### **Measurement and Reporting**

For each of the identified program outcomes, **Visitation; Vibrancy; Engaging a diverse community; Sustainability; Economic growth**, applicants will be asked to set a goal or Key Performance Indicator (KPIs). KPIs provide targets or milestones which help understand the successful delivery of a project. You should have a method to measure this which could include data from bookings, surveys of attendees and businesses (on-site or post event) or formal research by an external organisation.

### **KPIs may include statements such as:**

XX number of people will attend, of these XX% will not have attended before

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XX% of audience members surveyed agreed that the event....

More than XX% of attendees surveyed spent greater than \$XX in the City before, during or after the event

XX% of ticket holders identified as from a CALD background

XX businesses were engaged in the project.

XX% of business owners surveyed reported an increase in sales as a result of the event

For practical considerations that will help you address the assessment criteria, you can review the [Make Your City Event Shine event guide](#).

## VIBRANCY

### 1. Describe the creative and cultural vision for your project, and how it will contribute to the cultural vibrancy of the city.

When answering this criteria, elements to address may include:

- 
- 
- Clarity of creative idea;
- Artists involved, Creative collaborations;
- Unique and innovative thinking and concepts;
- Use of new or unexpected venues and locations;
- Connection to the city and community.

#### Response Q1. \*

#### Set a measurement goal/KPI for creative and cultural vision / vibrancy of your project. \*

#### Describe how will you measure the above KPI \*

#### Optional supporting documents can be attached

Attach a file:

## VISITATION

### 2. Demonstrate how your project will attract visitors to the city and encourage people to increase their dwell time. Detail how attendance will be measured.

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When answering this criteria you may like to consider:

- 
- - Can you support your attendance estimate with previous evaluation or ticketing data?
  - If growth is projected on previous attendance, what are the reasons for this?
  - How will you measure attendance at your event(s)?

### Response Q2. \*

Word count:

Must be no more than 350 words.

### Measurement Goal: Estimated Attendance

This number/amount is calculated.

The above figure (generated from your answer 'Total Projected Attendance' earlier in the form) will form the basis for a visitation KPI (in the Sponsorship Agreement for successful applicants)

### In addition, please set another KPI for this criteria, if relevant

### Describe how will you measure the above visitation KPI(s) \*

### Optional supporting documents can be attached

Attach a file:

## ENGAGING A DIVERSE COMMUNITY

### 3. Demonstrate how your project will support diversity, access and inclusion, including engagement with communities and enabling access for diverse audiences.

When answering this criteria, elements to address may include:

- 
- - Engagement with diverse communities, including Perth's unique Aboriginal culture and multicultural communities;



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- Developing new or under-served audiences;
- Increasing access and participation for diverse audiences;
- Enabling low cost / no cost experiences.

### Response Q3. \*

Word count:

Must be no more than 350 words.

### Set a measurement goal/KPI for diversity, access and inclusion of your project. \*

### Describe how will you measure the above KPI \*

### Optional supporting documents can be attached

Attach a file:

## SUSTAINABILITY

### 4. Describe how you will integrate environmental sustainability considerations into your project, and how these will act to reduce the project's environmental impact.

When answering this criteria, elements to address may include:

- How will you minimise negative impacts on the environment through waste, energy or water saving measures?
- Are you delivering public awareness/education activities, or sustainable event promotion?
- Can you measure the difference your measures will have e.g. waste diverted from landfill.
- Information to assist with ideas for your project is available in the 'Environmental Sustainability' section in the City's Event Guide - [Make your city event shine](#)

### Response Q4. \*

### Set a measurement goal/KPI for sustainability considerations of your project. \*

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**Describe how will you measure the above KPI \***

**Optional supporting documents can be attached**

Attach a file:

## ECONOMIC GROWTH

**5. Demonstrate how the project will stimulate the local economy, and will enhance opportunities for engagement with local businesses and suppliers.**

When answering this criteria, elements to address may include:

- 
- 
- Opportunities for engagement / partnerships with local businesses;
- Response to local demand;
- Promote and champion the use of local businesses and suppliers;
- Drive tourism spend in the city (if applicable).

**Response Q5. \***

Word count:

Must be no more than 350 words.

**Set a measurement goal/KPI for economic growth / local business engagement outcomes for your project \***

**Describe how will you measure the above KPI \***

**Optional supporting documents can be attached**

Attach a file:

## Project Delivery Criteria

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Applicants will also be assessed on the following questions based on information provided throughout the application:

- Does the applicant have a demonstrated capacity to manage all aspects of the event?
- Is the event plan and budget realistic and value for money?
- What is the level and value of sponsorship benefits provided to the City?

## Financial Details

\* indicates a required field

### Request Details

The City can provide a combination of cash and in-kind support towards your project.

In-kind support can ONLY be requested for the following costs:

- Venue hire (incl. Reserves, parks, malls and road reserves)
- Parking permits / on-street car parking reservations
- Hire of banner and flag sites

In-kind support is attributed a monetary value and considered part of the total funds provided.

**For multi-year requests:** Enter your request amounts for ONE YEAR only.

#### Cash amount requested

\$

Must be a dollar amount.

**Are you requesting in-kind as part of your application? \***

☐ Yes ☐ No

**Do you have an Estimate of Event Charges supplied by the City of Perth Activity Approvals team? \***

☐ Yes ☐ No

**Please attach your Estimate of Event Charges from the City of Perth**

Attach a file:

### In-Kind Costs

To help us understand the eligible components of your in-kind request, please complete the following section. If you do not have a formal Estimate of Charges from the City, please complete this section with estimated fees and charges using the City's [Event Fees and Charges](#) and [Banner and Flag Hire](#).

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To obtain an formal estimate of charges an [Event Application](#) is required through the City [Activity Approvals](#) team.

### Ineligible In-Kind Costs

Please note the following costs will not be covered as part of an in-kind request: banner installation, council service fees, provision of power, waste management, statutory fees inclusive of noise management and public building fees; standard event application fees; fees related to re-assessment, re-inspection, late application, or document lodgment; and any service that does not have an associated cost or monetary value.

### Eligible In-Kind Costs

#### Venue hire (incl. Reserves, parks, malls and road reserves)

\$

Must be a dollar amount.

#### Parking permits / on-street car parking reservations

\$

Must be a dollar amount.

#### Hire of banner and flag sites

\$

This excludes the cost of production and installation

#### Please detail any further information in relation to your in-kind request

### Total Request Detail

#### Cash amount requested

This number/amount is calculated.

#### In-kind amount requested

\$

This number/amount is calculated.

#### Total amount requested (1 year) \*

\$

This number/amount is calculated.

Total value of cash and in-kind requested.

#### Select how many years of sponsorship you are seeking. \*

- ☐ 1 year sponsorship
- ☐ 2 year sponsorship
- ☐ 3 year sponsorship

Please ensure you have spoken to a Sponsorship Officer before requesting multi-year support

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Provide supporting information on your case for a multi-year request.

Word count:  
Must be no more than 200 words.

### Budget

What is the total cost of your project? \*

\$

What is the total budgeted cost of your event?

Please provide a detailed event budget including projected income and expenditure. Your request to the City of Perth should be shown as projected income.

The budget should include details of other funding that you have applied for and whether it has been confirmed or not. All amounts should be **GST exclusive**.

**EXAMPLE BUDGET TEMPLATE:** You can download and use our [Budget Template](#) as a guide.

Please select whether you would like to upload the project budget or complete the budget table within this form \*

- ☐ Upload budget
- ☐ Complete budget below in form

### Form Budget (GST exclusive)

Please provide a detailed event budget by completing the income and expenditure tables below or uploading a budget worksheet.

The event budget is to include details of other funding that you have applied for, whether it has been confirmed or not. All amounts should be **GST exclusive**.

Provide clear descriptions for each budget item in the 'Income' and 'Expenditure' columns, Examples of income could include 'DCA grant', 'ticket sales', 'Company X Corporate Sponsorship'. Examples of expenses could include 'performer fees', 'venue hire', 'marketing'.

Your budget **MUST** be accurate and **does not have to balance income and expenditure**. Please **do not add commas** to figures - e.g. type \$1000 not \$1,000 - this will ensure your figures for each table total correctly. You must include all potential or secured sponsorship or grants within the income table.

Please add additional lines if required.

Income Description	\$	Expenditure Description	\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$

Total Income Amount \*

Total Expenditure Amount \*

Total Profit \*

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\$

This number/amount is calculated.

\$

This number/amount is calculated.

\$

This number/amount is calculated.

### Upload Budget

**You may choose to upload a budget from your accounting system here \***

Attach a file:

Max file size 5MB

**Are you applying for more funding that you have received in previous years? \***

☐ Yes

☐ No

**Provide details on what this extra funding will support, and how this will contribute to the outcomes sought by the City. \***

Word count:

Must be no more than 200 words.

We would like to understand the impacts to your event if your total budget is not achieved, such as City of Perth funding or applications to other grants and sponsors.

Please consider how you will address this and if there are elements of the event that will be scaled or not delivered.

**How will you address changes to your project if your funding goals are not achieved?**

Word count:

Must be no more than 200 words.

### Sponsorship Benefits

\* indicates a required field

Applicants will be assessed against the value of commercial benefits offered as part of the sponsorship. The City is seeking sponsorship benefits that increase its brand awareness and applications that provide a high level of visibility will be assessed favourably.

**Priority Benefits Include:** • Significant event signage (mandatory) • Logo recognition across event assets (mandatory) • Naming rights • Advertising (Digital, Press and Radio)

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- Foreword in an event program
- Event launch opportunities (joint media release and speaking opportunities)
- Social media and access to content/photography

Applicants are expected to offer a level of benefits commensurate to the amount of funding requested. Applicants are encouraged to discuss sponsorship benefits with a Sponsorship and Grants Officer prior to submitting the application.

### What designation will the City of Perth receive? \*

Examples include Major Sponsor, Supporting Sponsor, Title Sponsor, Civic Partner, Government Partner etc

### Please list the benefits to be provided to the City for the requested level of funding \*

Where social media and mainstream media inclusions are offered, please note your audience numbers.

## Additional Information

### If there is anything else that you would like to add to support your application, please add it here

Word count:

Must be no more than 300 words.

### Any further supporting material for your application can be uploaded here

Attach a file:

A maximum of 10 files may be attached.

Suggested max file size 5MB

## Certification and Feedback

\* indicates a required field

## Privacy Notice

**City of Perth** pledges to respect and uphold your rights to privacy protection under the [Australian Privacy Principles](#) (APPs) as established under the *Privacy Act 1988* and amended by the *Privacy Amendment (Enhancing Privacy Protection) Act 2012*. To view our privacy statement, [click here](#)

# Arts and Culture Sponsorship 2025/26 Application Form

## Form Preview

### Confidential Information

Please note that the City of Perth must comply with the *State Records Act 2000 (WA)*, *Local Government Act 1995 (WA)* and other relevant legislation and regulations.

An assessment of your application will form part of the decision recommendation report which may be subject to Freedom of Information (FOI) requests.

Successful applicants may be listed on the City's website.

#### **Commercial-in-Confidence**

If you have included any confidential information as part of your application, please make this known to the Sponsorship and Grants Officer so that this information can be treated as Commercial-in-Confidence.

#### **I agree to these requirements**

☐ Yes

### Conditions of Funding

#### **City of Perth Sponsorship and Grants agreement**

Successful applicants will be required to accept the terms and conditions of the funding as outlined in the City of Perth's Sponsorship and Grants agreement. The Sponsorship and Grants agreement is a standard legal document and amendments can not be made to the terms and conditions.

Please follow the links to view the standard City of Perth [Sponsorship Agreement](#) or [Grant Agreement Template](#) templates.

#### **I agree and understand that amendments can not be made to the standard agreement \***

☐ I agree to the terms of the City template. ☐ I do not agree to the terms of the City template and list below the changes requested

#### **Provide detail on the requested amendments to the City of Perth Sponsorship or Grants Agreement template \***

### Sponsorship and Grants Acquittal

Successful applicants will be required to acquit the project for which they have been funded. The information within the application will be used to inform the acquittal process and the success of the project.

If successful, the applicant agrees to submit the acquittal by the determined due date. An applicant will not be eligible for future funding if they have failed to provide satisfactory acquittal reporting for any previous City funding.



# Arts and Culture Sponsorship 2025/26 Application Form

## Form Preview

**I agree to these requirements \***

☐ Yes

### Lobbying of Elected Members and Administrative Staff

Applicants or anyone representing the interests of applicants must not lobby or seek to influence the decision-making of Elected Members and administrative staff. If, during the period between submitting a funding application and a determination by Council or the CEO, an applicant or any member of the public seeks to lobby any Elected Member or administrative staff, or attempts to provide additional information, either directly or indirectly, on any matter relating to the funding application, the person/organisation will be disqualified and the sponsorship application excluded from being considered for approval.

In the event supplementary information is requested this will be communicated by your Sponsorship and Grants Officer directly.

**I agree to these requirements \***

☐ Yes

### Applicant Certification

This section must be completed by an appropriately authorised person on behalf of the applicant organisation (may be different to the contact person listed earlier in this application form). The City of Perth may contact this person to certify the contents of the application.

**I certify that to the best of my knowledge the statements made within this application are true and correct, and I understand that if the applicant organisation is approved for this funding, we will be required to accept the terms and conditions of the funding as outlined in the letter of approval and or agreement.**

**I agree and certify this application \***

☐ Yes

**Certification Contact \***

Title      First Name      Last Name

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**Contact Position \***

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**Primary Phone Number \***

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**Primary Email \***

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### Application Feedback

You are nearing the end of the application process. Before you review your application and click the **SUBMIT** button please take a few minutes to provide some feedback to the City of Perth Sponsorship team so we can continually improve our application form and process.

# Arts and Culture Sponsorship 2025/26 Application Form

## Form Preview

### How did you hear about this funding program? \*

- |   |  |
|---|--|
| <input type="checkbox"/> Previous recipient                                       | <input type="checkbox"/> City of Perth event           |
| <input type="checkbox"/> City of Perth website                                    | <input type="checkbox"/> Advertising                   |
| <input type="checkbox"/> City of Perth social media (Facebook, Twitter, LinkedIn) | <input type="checkbox"/> Industry forum or publication |
| <input type="checkbox"/> City of Perth newsletter                                 | <input type="checkbox"/> Internet search               |
| <input type="checkbox"/> Referral/word of mouth                                   |  |

### Please indicate how you found the online application process \*

- ☐ Very easy
- ☐ Easy
- ☐ Neutral
- ☐ Difficult
- ☐ Very Difficult

### How many minutes in total did it take you to complete this application? \*

Must be a number.

Estimate in minutes i.e. 1 hour = 60 minutes

### Please provide the City of Perth with your suggestions about any improvements and/or additions to the application process/form that you think we need to consider \*