

# Arts and Culture Sponsorship 2024/25 Application Form

## Form Preview

## Arts and Culture Sponsorship

### Overview

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 Tier Amount

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 2024 Application deadline - 30 May 2024, 4pm (AWST)

Notification of decision - 30 August 2024

### Documentation Required

Applicants will need to supply the following documentation:

- Evidence of financial viability through a recent bank statement, business activity statement or annual reporting statement.
- Copies of relevant insurance.

## Declaration

\* indicates a required field

### Eligibility

Please note and refer to the Eligibility Criteria located in the Arts and Culture Sponsorship Guidelines before starting your application. The Guidelines are available on the [Sponsorship & Grants](#) page on the City of Perth website.

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);

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- have appropriate insurances and licences where required, as outlined under the City's Activity Approvals or other relevant policies and procedures;
- 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:

- Commonwealth or State Government Departments;
- a political party;
- an applicant that the City considers to support, promote or facilitate violence, intolerance or discrimination;
- an employee or elected member of the City, or their immediate family, however this does not include an application from an organisation that an employee, elected member or their immediate family member may be part of;
- 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; or
- an applicant that has already applied for City funding (including in-kind) for the same project within the same financial year and been refused; and
- an applicant that conducts, or has conducted, themselves in a way the City of Perth 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 considers the primary purpose to be political;
- projects that the City considers 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;
- 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 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 Officer about my project and application \***

I confirm

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**Which Sponsorship 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

### Definition of Applicant

**Definition of 'Applicant':** the party that makes an application, including its officers, directors, employees, an agent, or any individual who represents, acts on behalf of, or in the interests of, the applicant.

For the purpose of this application, you will be asked to provide the details of the applicant entity and the responsible contact person.

### Applicant Entity

**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

            

Make sure you provide the same name that is listed in official documentation such as with the ABR, ACNC or ATO.

#### 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

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Goods & Services Tax (GST)

DGR Endorsed

ATO Charity Type [More information](#)

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 \*

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

## Applicant Contact Details

### Applicant Contact \*

Title      First Name      Last Name

            

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

### Position held in organisation \*

### Applicant contact number \*

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### 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.

### Authorised Agent Address \*

Address

  

### 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 \*

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**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

**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:

**Does your Business or Organisation operate as a Trust?**

- Yes
- No

**Applicants which operate as a trust will be required to provide a copy of the current trust deed at the time of execution of agreement.**

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

**Please provide a current copy of the trust deed**

Attach a file:

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### Project Information

\* indicates a required field

#### Key Details

**Project name \***

**Word count:**

Must be no more than 20 words.

Your title should be short but descriptive

**Project description \***

**Word count:**

Must be no more than 500 words.

Please provide a description of your project. Be descriptive, but succinct.

**Total amount requested**

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

**Project start date \***

This should be the start date of public activity

**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. \***

**How would you define your artform (select as many as apply) \***

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

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**Is this a new project? \***  Yes  No

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

Venue

### Public Open Space

Organisers of events held on public land within the City of Perth municipality must lodge an 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 an Event Application to be submitted for minor events to be submitted at least **one month** prior to the event, all other event applications must be submitted at least **six months** prior to the event. 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

### Identify the City neighbourhood your event takes place in \*

Central Perth  Nedlands/ Crawley  
 Claisebrook  Northbridge  
 East Perth  West Perth

If your event takes place in multiple neighbourhoods please select all relevant options.

### Have you submitted an Event Application to the City of Perth? \*

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 \*

Please detail all locations. If being held in multiple venues, use one line for each venue or location

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



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Yes

No

Some

## Additional Project Components

\* indicates a required field

Please detail each component of your project here. Project components are the distinct elements of your event. For example, you may be running separate events, workshops or other associated activities.

You can click the "Add More" button to list as many components as required.

**Are there distinct or additional components to the event? \***

Yes

No

## Project Components

Provide information on the additional project components/programming.

**Name of Project Component**

**Is this a new component of the project?**

Yes

No

**Project component start date**

Must be a date.

**Project component end date**

Must be a date.

**Project component description**

**Project component estimated attendance**

Must be a number.

## Attendance Profile

\* indicates a required field

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### Target Audience

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

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

### Attendance Cost

#### Is your project free or ticketed for attendees/audience? \*

- Completely free       Completely ticketed       Free and ticketed  
eg. entry into a music festival is ticketed, spectators watching a fun run is free

### Participation Cost

#### Is there a cost for participants? \*

- Yes       No  
e.g. registration for sporting events, competitors

### Attendance and Participation Cost

#### Please detail cost for attendees and 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 \*

This number/amount is calculated.

#### Where are your attendees/participants from?

- Perth CBD and surrounds       Interstate  
 Greater Metropolitan region       International  
 Regional WA

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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.  
Estimate the average number of nights per person.  
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.  
Estimate the average number of nights per person.  
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.  
Estimate the average number of nights per person.  
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

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

- Yes  No

### Event Management Organisation

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**Event Management Organisation \***

Organisation Name

**Organisation Contact \***

First Name

Last Name

**Event Management Email \***

Must be an email address.

**Event Management Phone Number \***

Must be an Australian phone number.

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

Key Experience

**Summarise the role of key project staff and their relevant experience (OR attach key bios below) \***

Must be no more than 300 words.  
Please keep information succinct.

**Upload key personnel bios**

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)**

**Please attach your marketing or promotions plan**

Attach a file:

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

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### Measurement and Evaluation and KPIs

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

- Yes  No

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

### Assessment Criteria

\* indicates a required field

### Essential Assessment Criteria and Measurement

#### Measurement and Reporting

For each of the identified program outcomes, **Visitation; Vibrancy; Engaging a diverse community; Sustainability; Economic growth**, you will be asked to set a goal or Key Performance Indicator (KPI) which will provide targets or milestones to 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
- 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
- Direct Economic Impact of the project/event is >\$XX

In generating your responses below, consider the guidance parameters for the funding Tier you have applied within. These are published in the Arts and Culture Sponsorship Guidelines 2024/25 on the City's [Sponsorship and Grants website](#) and are listed 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**

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### **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

### **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:**

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- 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
- 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**

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- 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

For successful applicants, the KPIs submitted will form the basis for agreed KPIs included in the Sponsorship Agreement (subject to review) and will be required to be reported on at acquittal.

## Vibrancy

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

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

### **Set a KPI for this criteria \***

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

## 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. \***

### **Visitation KPI (Projected 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)



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

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

### Engaging a Diverse Community

For more information and to assist applicants with context to answer the below questions please visit the City of Perth [Equity, Diversity & Inclusion](#) webpage.

Helpful links:

[Disability Access and Inclusion Plan \(DAIP\)](#)

[Reconciliation Action Plan](#)

[LGBTQIA+ Plan](#)

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

Elements to address may include: Engagement with diverse communities, including Perth's unique Aboriginal culture and multicultural communities; Developing new or under-served audiences; Increasing access and participation for diverse audiences; Enabling low cost / no cost experiences

**Set a KPI for this criteria \***

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

### 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. \***

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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](#)

**Set a KPI for this criteria \***

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

Economic Growth

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

Please include the names of the businesses that are participating.

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)

**How many local businesses will be engaged during this project? \***

Must be a number.

**Set a KPI for this criteria \***

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

Project Delivery Criteria

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

- The value of commercial benefits offered as part of the sponsorship.
- Does the applicant have a demonstrated capacity to deliver high quality arts programming, and to manage all aspects of the project?
- Is the project plan and budget realistic, good value for money and does it demonstrate financial viability through support from other funding sources?

## Financial Detail

\* indicates a required field

### Request Details

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

In-kind support is for the use of the City's facilities and services. In-kind support will be attributed a monetary value and considered within the **totality of funds** provided.

**Which funding tier are you applying for? \***

- Tier 1: \$20,00 - \$40,000
- Tier 2: \$40,001 - \$60,000
- Tier 3: \$60,001 - \$150,000

**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](#).

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

### Ineligible In-Kind Costs

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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.

#### 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 (single year)

\$

Must be a dollar amount.

#### In-kind amount requested (single year)

\$

This number/amount is calculated.

#### Total amount requested \*

\$

This number/amount is calculated.

Total value of cash and in-kind requested.

#### If you are seeking multi-year funding, select how many years of sponsorship you request. \*

- 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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**You have indicated you are seeking multi-year funding. Please detail your request for cash and in-kind contributions for each year \***

### Budget

**What is the total cost of your project? \***

\$

What is the total budgeted cost of your project?

Please provide a detailed project budget including projected income and expenditure.

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

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

Upload budget

Complete budget within 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 project budget is to include details of other funding that you have applied for, and indicated if 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 'DLGSC 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	\$
City of Perth sponsorship	\$		\$
	\$		\$
	\$		\$
	\$		\$

**Total Income Amount \***

\$

This number/amount is calculated.

**Total Expenditure Amount \***

\$

This number/amount is calculated.

**Total Profit \***

\$

This number/amount is calculated.

### Upload Budget

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

Attach a file:

Max file size 5MB

### Previous City of Perth Funding

**Has the applicant previously received funding from the City of Perth? \***

Yes  No

Please detail all previous grants, sponsorship or in-kind support received by this applicant from the City of Perth for this event or other projects in the previous **five years**.

Please add additional lines if required.

Financial Year	Program/Event	Amount
		Must be a dollar amount.
		\$
		\$
		\$
		\$
		\$

**Are you applying for more funding than previous years? \***

Yes  No

**As additional funding is being requested provide details on what additional components/elements this extra funding will support, and detail how this will contribute to the outcomes sought by the City \***

### 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. Applications which 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) • Foreword in an event program • Event launch opportunities (joint media release and speaking opportunities) • Social media benefits and access to content/photography

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Applicants are expected to offer a level of benefits commensurate with the amount of funding requested. Applicants are encouraged to discuss sponsorship benefits with a Sponsorship 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, commensurate with the requested level of funding \*

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

## Additional Information

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

### 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](#)

### Confidential Information

# Arts and Culture Sponsorship 2024/25 Application Form

## Form Preview

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 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 agreement. The Sponsorship 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](#) template.

### **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 to establish the outcomes 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.

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

Yes

## Lobbying of Elected Members and Administrative Staff



# Arts and Culture Sponsorship 2024/25 Application Form

## Form Preview

Applications 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 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

<input type="text"/>	<input type="text"/>	<input type="text"/>
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### Contact Position \*

### Primary Phone Number \*

### Primary Email \*

## 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.

### 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 |

# Arts and Culture Sponsorship 2024/25 Application Form

## Form Preview

- City of Perth newsletter
- Referral/word of mouth

- Internet search

**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 \***