

Business Event Sponsorship 2019/20 Application Form

Form Preview

Applicant Details

* indicates a required field

Organisation name *

Organisation Name

Please use your organisation's full name. Check your spelling and make sure you provide the same name that is listed in official documentation such as with the ABR, ACNC or ATO.

Applicant 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	More information
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

Street address *

Address

Suburb State Postcode

Postal address (if different to above)

Address

Suburb State Postcode

We may send mail to this address.

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Website *

Must be a URL.

Primary contact person *

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

This is the person we will correspond with about this sponsorship.

Position held in organisation *

Office phone number

Mobile phone number

Email address *

This is the address we will use to correspond with you about this sponsorship.

What is the name of the Officer you have discussed this proposal with at the City of Perth? *

Are you using an event management company in the delivery of this event/program? *

- Yes
 No

Event Management Organisation

Organisation Name *

Organisation Name

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)

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DGR Endorsed
ATO Charity Type More information
ACNC Registration
Tax Concessions
Main business location

Must be an ABN.

Email *

Must be an email address.

How long has this organisation managed your event? *

Event Details

* indicates a required field

Please enter all of the overall event details below. You will be asked for specific information about event components later on in the application form.

Event name *

Must be no more than 30 words.
Your title should be short but descriptive.

Event type *

- Conference
- Convention
- Exhibition
- Awards Ceremony
- Meeting

If your event type is not listed, your event is not eligible for funding within this program.

Event start date *

This date must be at least four months from the date of application.

Event end date *

Applicable only if the event/s runs for more than one day. If you are applying for funding for multiple events, please insert the end date of the last event.

Total Funding Amount Requested *

Must be a dollar amount.
What is the total financial support you are requesting in this application?

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Brief Event Description *

Word count:

Must be no more than 400 words.

What are the primary areas of focus for this project/program? *

You may select up to five items. You can select items from any area of the list – all have equal value. Only select sub-categories if you want to be more specific. In this question we want to know about the field of work (e.g. arts, sport, health), rather than the types of people it will affect (e.g. young people, refugees).

Please detail the key speakers, presenters or talent participating in this event

Word count:

Must be no more than 300 words.

Alternatively, you may choose to upload key bios below.

Upload key talent bios

Attach a file:

Venue

Will you be using City of Perth venues or managed public open space for your event? *

- Yes
 No

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 event. The **Health and Activity Approvals** team is responsible for approving all public events on roads, parks and reserves. The City requires applications 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. Any applicable fees (excluding bonds) may be deducted from any approved sponsorship funding. To access the event application form please [click here](#)

For further information, the **Health and Activity Approvals** team can be contacted on **08 9461 1444**.

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Have you submitted an event application to the City of Perth? *

- Yes
- No
- Not Applicable (program is entirely on private land)

Your application will not progress to assessment if your event utilises City of Perth public land and you have not submitted an event application.

Please list all venues where your event 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? *

- Yes
- No
- Some

If applicable, please list relevant or preferred accommodation for your event

Ticketing

The event is *

- Completely free
- Completely ticketed
- Free and ticketed

What is the cost of a standard adult ticket to attend your event? *

Must be a dollar amount.
If there are varying prices, please use an average price.

What is the cost of a concession ticket to attend your event?

Must be a dollar amount.
If there are varying prices, please use an average price.

What is the cost of a child ticket to attend your event?

Must be a dollar amount.
If there are varying prices, please use an average price.

If you have different prices for multiple event components, you will have the opportunity to specify specific pricing for each component later in this form.

Audience Profile

Projected overall attendance at free event components *

Must be a number.

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Projected overall attendance at ticketed event components *

Must be a number.

Total projected attendance

This number/amount is calculated.

Where are your attendees from? *

- Perth CBD and surrounds Interstate
 Greater metropolitan International region
 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 traveled from these locations to your event.

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

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.

What is the projected attendance from interstate attendees? *

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

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

Estimate the average number of nights per person. If nil, enter 0.

What is the projected attendance from international attendees? *

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

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

Estimate the average number of nights per person. If nil, enter 0.

Additional Event Elements - Free Components

Additional Free Components

You have indicated that your event has free components.

Are there any additional free components that have not previously been mentioned in this application?

Yes No

Select yes if there is any further information about elements of your event you would like to add

In the section below, please detail any additional free event components that are relevant to this application and have not previously been covered.

If you have multiple components, you can click the "Add More" button to add a new section.

Event name

Start date

Must be a date.

End date

Must be a date.

Description

Start & finish times

If there are varying start and finish times, please specify.

Location/venue

Projected attendance

Must be a number.

Is this new programming?

Yes
 No
 NA (First year of event)

Additional Event Elements - Ticketed Components

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Additional Ticketed Components

You have indicated that your event has ticketed components.

Are there any additional ticketed components that have not previously been mentioned in this application?

Yes No

In the section below, please detail any additional ticketed event components that are relevant to this application and have not previously been covered.

If you have multiple components, you can click the "Add More" button to add a new section.

Event Name

Start Date

Must be a date.

End Date

Must be a date.

Description

Start and finish times

If there are varying start and finish times, please specify.

Location/venue

Projected attendance

Must be a number.

Ticket Price - Adult

Must be a number.

Ticket Price - Concession

Must be a number.

If not applicable, enter 0 or leave blank.

Is this new programming?

Yes
 No
 NA (First year of event)

Assessment Criteria

* indicates a required field

The following section relates to the specific assessment objectives outlined in the [Business Event Sponsorship Guidelines](#). Please provide detailed information on how your event responds to the relevant outcomes listed under each category.

If the criteria is not relevant to your event, please leave blank.

Economic Impact and Attendance

How does the event have the potential to generate significant direct economic benefit to the city economy and local business?

Must be no more than 300 words.

How does the event attract tourism and visitors to the city and promote Perth as a destination?

Must be no more than 300 words.

How does the event encourage delegates and their partners to explore Perth, through inclusion of a social program or free time for travelling delegates?

Must be no more than 300 words.

Sector and Business Development

How does the event provide opportunities to enhance and promote Perth's reputation in a key industry sector?

Must be no more than 300 words.

What opportunities does the event provide for business networking, education, information exchange and links to WA industry sectors?

Must be no more than 300 words.

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How does the event enhance business or community development and assist in building long-term relationships by providing Perth business and community leaders with the opportunity to meet visiting industry leaders?

Must be no more than 300 words.

Event Profile

How does the event position Perth as a Capital City and lift the status, awareness or profile of Perth?

Must be no more than 300 words.

Project Management and Delivery

Summarise the role of key event staff and their relevant experience

Word count:

Must be no more than 300 words.

Alternatively, you may choose to upload key staff bios below.

Upload key staff bios

Attach a file:

You may choose to upload professional bios here. Max suggested file size 5MB.

Marketing Plan

Summarise the advertising and publicity you intend to carry out to promote your event

Word count:

Must be no more than 300 words.

Alternatively, you may choose to attach your marketing plan as support material. Please include details of all social media channels including number of followers.

Upload a Marketing Plan

Attach a file:

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You may choose to upload your marketing and promotional plan here. Max suggested file size 5MB.

Measurement

Will you be producing an impact report on the outcomes of your event?

*

- Yes
 No

The City of Perth values programs who can clearly articulate their benefits and the outcomes to the community. The City of Perth expects sponsored organisations to be reporting on a variety of outcomes. A minimum level of reporting will be agreed upon and specified in the legal agreement for successful applicants.

Please detail five Key Performance Indicators or targets which your event will aim to achieve? *

Key Performance Indicators should be specific and measurable e.g. 750 people will attend. You will be required to report on this in your post event acquittal.

How will you measure the successes and outcomes of your event?

*

Word count:

no more than 300 words

What tools and mechanisms will you use to measure your targets/ KPI's? Please be specific and realistic. Examples are surveys, interviews, peer reviews, self evaluation etc.

Disability Access and Inclusion

Access and inclusion is vital to the City of Perth's Community Engagement Strategy.

The City of Perth wants to ensure access and inclusion for everyone. Access and Inclusion is about ensuring that all public services are available to all community members, including those who have a disability, so that they have the opportunity and choice to participate in all aspects of community life. A copy of the City of Perth's Disability Access and Inclusion Plan is available [here](#).

Event organisers must consider accessibility as an important part of your planning and put measures in place to ensure the event is accessible to everyone.

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Please refer to the Disability Services Commission "Creating Accessible Events" Checklist available [here](#).

Have you conducted a self-assessment using the Creating Accessible Events Checklist? *

- Yes No

Will your event include any of the following? *

- Wheelchair access
 Interpreting
 Event signage in languages other than English
 Video recording or streamline online
 Captioning on videos
 Other:

 None of the above

**Please detail how you will address the following areas of access and inclusion at your event:
Text and content, accessible paths of travel, visibility, toilets, signage and communication.**

You will be required to report on accessibility of your project on the conclusion of your project as part of the acquittal report.

Financial Details

* indicates a required field

Total Funding Amount Requested

This number/amount is calculated.

Total Event Budget *

What is the total budgeted cost (dollars) of your event?

Value In Kind

The City of Perth does not provide value in kind (fee waivers, discounts) for any fees or charges applicable to your event that are levied by the City. Any fees and charges for permits or approvals will be confirmed with the City's approvals team and invoiced

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accordingly. You should take into consideration any fees and charges when submitting this funding request.

Budget (GST exclusive)

Please outline your event budget in the income and expenditure tables below, including details of other funding that you have applied for, including 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 'government grant', 'ticket sales', 'Company X Corporate Sponsorship'. Examples of expenses could include 'talent fees', 'venue hire', 'marketing'.

Use the 'Notes' column for any additional information you think we should be aware of.

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.

You may choose to attach a budget from your accounting system instead of completing the table.

Income Description	Income Type	Confirmed Funding?	Income Amount (\$)	Notes
			\$	
				Must be a dollar amount

Expenditure Description	Expenditure Type	Expenditure Amount (\$)	Notes
		\$	
			Must be a dollar amount

Upload a Budget

You may choose to upload a budget from

Attach a file:

Max file size 5MB

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your accounting system here

Previous City of Perth support

Please detail all previous funding received from the City of Perth for this or other projects to the applicant.

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

Impact of the City of Perth Funding

We would like to know how the provision of funding will affect your event.

Will any of your outlined event components proceed on a reduced scale, or not proceed at all if you receive less funding than requested?

- Yes
- No

*

Please detail what would change if you were to receive 50% of the requested funding? *

Word count:
Must be no more than 500 words.

Sponsorship Benefits

* indicates a required field

The City of Perth has mandatory sponsorship benefit inclusions which must be provided as follows:

- Logo recognition on all program promotional material
- Logo recognition on event/program website
- Sponsor profile on event/program website if applicable

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- Opportunity to display City of Perth signage at the event/program
- Opportunity for City representatives to participate, speak or present at the program/event

What designation will the City of Perth receive? *

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

The City understands that other sponsorship benefits listed below may vary depending on the final level of approved sponsorship funding.

Please list the sponsorship benefits to be provided to the City of Perth for the requested level of funding. Where social media coverage and e-newsletter inclusions are offered, please note your audience numbers. *

The City encourages applicants to be creative in their offer of benefits and to think outside the box in their proposals. List each benefit on a separate line, include the quantity for each benefit and add more rows as needed. Examples include speaking opportunities for City representatives, e-newsletter inclusions, social media posts, advertisements, community engagement opportunities, activation opportunities, content creation opportunities etc.

Additional Information

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

Any other supporting materials can be uploaded here

Attach a file:

Max suggested file size 5MB.

Certification and Feedback

* indicates a required field

Privacy Notice

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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

Please note that the City of Perth must comply with the Local Government Act in regards to making information available to the general public. An assessment of your application will form part of the Council Report which is made publicly available on the City of Perth website.

If you have included any confidential information as part of your application, please make this known to the Sponsorship Officer.

Canvassing of Elected Members

If prior to the determination of funding by the Council or Committee, an applicant (or any agent) canvasses any Elected Member of the City of Perth, or attempts to provide additional information, either directly or indirectly, on any matter relating to the sponsorship or grant to an Elected Member, the person/organisation may be disqualified and the sponsorship or grant excluded from being considered for approval.

In the event supplementary information is requested to be provided to Elected Members, please contact your Sponsorship Officer directly to disseminate this.

I agree * Yes No

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).

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. This is a standard agreement, and due to the City policy, no changes are able to be made to the agreement.

Please contact the Sponsorship Officer if you would like to view the standard agreement.

I agree * Yes No

Name of authorised person *

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

Must be a senior staff member, board member or appropriately authorised volunteer

Position *

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Position held in applicant organisation (e.g. CEO, Treasurer)

Contact phone number *

We may contact you to verify that this application is authorised by the applicant organisation

Contact Email *

Must be an email address.

Applicant Feedback

You are nearing the end of the application process. Before you review your application and click the **SUBMIT** button please take a few moments to provide some feedback to the City of Perth Sponsorship team so that 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 newsletter | <input type="checkbox"/> Advertising |
| <input type="checkbox"/> City of Perth website | <input type="checkbox"/> Referral/word of mouth | <input type="checkbox"/> Industry forum or publication |
| <input type="checkbox"/> City of Perth social media (facebook, twitter, LinkedIn) | <input type="checkbox"/> City of Perth event | <input type="checkbox"/> 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? *

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