

Event Sponsorship 2025/26 - Application Form

Form Preview

Introduction

Program Information

Events create opportunities throughout the year for community interaction and enjoyment, resulting in Perth being a vibrant and iconic destination; a place of possibility where great things happen. Through the Event Sponsorship program, the City will provide up to \$150,000 in funding to facilitate events that activate the city with vibrant activity that attracts people into Perth. The program supports events that have widespread appeal, champion sustainability, drive visitation into the city and support local business to stimulate economic growth

Funding Available

Applicants should refer to the [Event Sponsorship 2025/26 Guidelines](#) funding tier information when deciding what level of funding to apply for. These factors will be considered in the assessment of applications along with the demonstrated ability of the event to achieve the five program outcomes.

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

Key Dates

ROUND 1 (for activities between 1 September 2025 to 31 August 2026)

Applications Open: 3 February 2025

Application Deadline: 6 March 2025 (4pm AWST)

Notification of Decision: 28 May 2025

Before You Begin

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

Program guidelines

- Read over the 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

- 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

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- A Sponsorship 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 Event Sponsorship program before starting your application - see the [Event Sponsorship Guidelines 2025/26](#).

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;
- an applicant that has already applied for City funding (including in-kind) for the same project within the same financial year and been refused; or
- an applicant that conducts, or has conducted, 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;
- projects that are for debt reduction or operational deficits; and
- project legal expenses.

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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 event and application *

☐ I confirm

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

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.

Applicant Entity ABN *

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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.

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? *

- ☐ 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

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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	More information
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

Authorised Agent Contact *

Title	First Name	Last Name
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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:

Project Information

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* indicates a required field

Key Details

Project name *

Must be no more than 50 words.

Your title should be short but descriptive

Project description *

Word count:

Must be no more than 350 words.

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

How would you define your project?

- ☐ Cultural Event
- ☐ Sporting and/or mass participation event
- ☐ Carnival
- ☐ Live music festival/event
- ☐ Markets
- ☐ Food and beverage events
- ☐ Other:

Total amount requested

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

Event start date *

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

Event end date *

Must be a date and between 1/9/2025 and 31/8/2026.

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

Event start time *

This is the time the event opens to the public

Event end time *

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Provide any additional information about your event dates and times:

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

Attach a file:

Is this a new event? *

☐ 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](#).

Please visit the [Parks, Gardens and Reserve Hire](#) page for information on Public Open Spaces.

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

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- ☐ 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 *

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.

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Projected overall attendance at ticketed components *

Must be a number.

Total Projected Attendance *

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

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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

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

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.

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Measurement and Evaluation

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

Assessment Criteria and Measurement

Applicants to note, program assessment criteria is weighted as outlined in the below table.

Assessment CriteriaWeighting

Visitation Impact25%

Event Impact 50%

Event Delivery20%

Sponsorship Benefits 5%

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

Measurement and Reporting

For each outcome you 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

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

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Visitation Impact

Applicants to note, the event's **total projected attendance** is linked to the visitation outcome outlined in the event requirement considerations.

VISTATION OUTCOMES

Tier 1

Tier 2

Tier 3

Funding request \$20,000 - \$40,000

Funding request \$40,001 - \$70,000

Funding request \$70,001 - \$150,000

Attendance

- Expected attendance minimum 10,000
- Local attendees

Attendance

- Expected attendance minimum 20,000
- Local attendees, and interstate visitors who are accommodated in the city desired

Attendance

- Minimum 35,000
- Local attendees, interstate and international visitors who are accommodated in the city strongly desired

QUESTION 1

Demonstrate how your event will attract visitation to the city and encourage visitors to increase dwell time in city neighbourhoods. Detail how the visitation will be measured.

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?
-
-

Q1. Response *

Word count:

Must be no more than 500 words.

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MEASUREMENT GOAL

Measurement Goal: Estimated Attendance

This number/amount is calculated.

In addition, please set another KPI for this criteria *

For example: XX regional attendance, XX interstate attendance

Optional supporting documents can be attached

Attach a file:

Event Impact - Vibrancy

Questions 2 & 3 address the program outcome of VIBRANCY under the following tiers;

Tier 1

Tier 2

Tier 3

Funding request \$20,000 - \$40,000

Funding request \$40,001 - \$70,000

Funding request \$70,001 - \$150,000

Event Profile

- Duration 1 day
- Local exposure through marketing promotion
- Ability to position Perth as the 'Events heart of WA'

Event Profile

- Duration >1 day
- National exposure in addition to notable exposure through marketing promotion
- Positions Perth on the national stage

Event Profile

- Duration >2 days
- National and/or international exposure through extensive marketing promotion
- Positions Perth on a national and/or international stage

QUESTION 2

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Demonstrate how the event will enhance the City's reputation as a destination and contribute to unique tourism offerings for local, national and/or international audiences.

When answering this criteria you may like to consider:

- Can you demonstrate the event has local, national or international reach?
- Do the quality and status of competitors/ performers/ artists increase the reputation and appeal of the event?
- Will the event showcase the city and city tourist attractions?

Response to Q2 *

Word count:

Must be no more than 500 words.

QUESTION 3

Demonstrate how your event activates the city with vibrant activity, prioritising public spaces, underutilised spaces, and prioritising night-time and/or weekend day-time activity.

When answering this criteria you may like to consider:

- The location, public visibility, and level of impact of your event.
- Is the event hosted in multiple venues or locations in a way that will support increased vibrancy across neighbourhoods?
- Is it likely attendees will increase their dwell time in the City before and after the event?

Response to Q3 *

Word count:

Must be no more than 500 words.

MEASUREMENT GOAL

Set a measurement goal/KPI for the VIBRANCY outcome and how you will measure this *

For example: XX% of audience members surveyed agreed that the event

Optional supporting documents can be attached

Attach a file:

Event Impact - Engaging A Diverse Community

QUESTION 4

Demonstrate how your event embraces and celebrates Perth's diverse community and provides fair and equal access to ensure everyone can participate equally.

When answering this criteria you may like to consider:

- The background of people that will be part of your event.
- How you will communicate your event so people feel welcome.
- Assistance or measures to support everyone to access and participate equally.
- How you can engage or acknowledge Aboriginal culture at your event.
-
-

Response to Q4 *

Word count:

Must be no more than 500 words.

QUESTION 5

Demonstrate how your event supports the City's Events Plan in delivering a year-round calendar of events that has broad appeal which ensures theres something for everyone.

When answering this question you may like to consider:

- Does the event provide complementary activity to the Christmas, Summer or Autumn programming?
- Does the event add to the year-round program to shoulder periods – Winter and Spring?
- Does the event provide brand alignment to the City of Light?

Response to Q5 *

Word count:

Must be no more than 500 words.

MEASUREMENT GOAL

Set a measurement goal/KPI for ENGAGING A DIVERSE COMMUNITY outcome and how will you measure this *

For example: XX% of ticket holders identified as from a CALD background

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Optional supporting documents can be attached

Attach a file:

Event Impact - Sustainability

Question 6 addresses the program outcome of SUSTAINABILITY under the following tiers

Tier 1

Tier 2

Tier 3

Funding request \$20,000 - \$40,000

Funding request \$40,001 - \$70,000

Funding request \$70,001 - \$150,000

Environmental Sustainability

Minimum 5 sustainability considerations for reducing event's environmental impact

Environmental Sustainability

Minimum 7 sustainability considerations for reducing event's environmental impact

Environmental Sustainability

Minimum 10 sustainability considerations for reducing event's environmental impact

Considerations fully integrated into project plan

QUESTION 6

Describe how the event integrates environmentally sustainable practices and detail how these actions will reduce the event's environmental impact.

When answering this criteria you may like to consider:

- 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.
-
-

Response to Q6 *

Word count:

Must be no more than 500 words.

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MEASUREMENT GOAL

Set a measurement goal/KPI for the SUSTAINABILITY outcome and how you will measure this *

For example: XX% of food was donated to... XX% generated at the event was recycled. Note goals/KPIs should measure the implemented considerations.

Optional supporting documents can be attached

Attach a file:

Event Impact - Economic Impact

Question 7 addresses the program outcome of ECONOMIC GROWTH under the following tiers;

Tier 1

Tier 2

Tier 3

Funding request \$20,000 - \$40,000

Funding request \$40,001 - \$70,000

Funding request \$70,001 - \$150,000

Local Business Engagement

Multiple local businesses engaged with economic impact expected to the surrounding neighbourhood

Local Business Engagement

Multiple local businesses engaged with economic impact expected to the surrounding neighbourhood

Local Businesses Engagement

Multiple local business engaged with high level economic impact expected across the city, including before and after the event

QUESTION 7

Demonstrate how the event will stimulate the local economy and provide opportunities for engagement with local businesses in the hospitality and retail sector, and champion the use of local businesses and suppliers.

When answering this criteria you may like to consider:

- How you can work with local business to encourage visitors to spend more time in the city.
- Opportunities for deals, offers or cross-promotion.
- Use of City of Perth based suppliers.

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- How the time and location of your event will benefit the economy.
-
-

Response Q7 *

Word count:

Must be no more than 500 words.

MEASUREMENT GOAL

Set a measurement goal/KPI for the ECONOMIC IMPACT outcome and how will you measure this *

For example: XX businesses were engaged in the project. XX% of business owners surveyed reported an increase in sales as a result of the event. More than XX% of attendees surveyed spent greater than \$XX in the City before, during or after the event.

Optional supporting documents can be attached

Attach a file:

Event Delivery 20%

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 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

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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](#).

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

\$

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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.

Must not exceed \$150,000

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

Multi-year requests will be awarded at the same value awarded in the first year. Annual increases will not be considered.

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.

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.

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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	\$
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

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. *

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Word count:

Must be no more than 200 words.

e.g. are there additional event elements you are delivering.

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) • 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 Officer prior to submitting the application.

Applicants must 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 for the requested level of funding *

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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](#)

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 Officer so that this information can be treated as Commercial-in-Confidence.

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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.

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.

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 Officer directly.

I agree to these requirements *

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☐ 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

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? *

☐ Previous recipient

☐ City of Perth event

☐ City of Perth website

☐ Advertising

☐ City of Perth social media (Facebook, Twitter, LinkedIn)

☐ Industry forum or publication

☐ City of Perth newsletter

☐ Internet search

☐ 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? *

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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 *