

## Event Sponsorship Program – Economic Focused Events

### Application for Events

Funding Round One (March): Events from 1 July to 30 June

Funding Round Two (September): Events from 1 January to 2 June

*Please submit your application by the advertised due date – no applications will be considered after this time.*

### Part One - Applicant Details

Business Name	
Entity Name (if different)	
Entity Type (please specify) Sole Proprietor / Partnership / Company / Incorporated Association / Trust / Other	
ABN No	
Contact Person	
Position	
Postal Address	
Telephone/Mobile	
Email Address	
Business Website Address	
Is your organisation incorporated?	<input type="checkbox"/> Yes – Registration No: <input type="checkbox"/> No
Are you registered for GST?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is your organisation not-for-profit	<input type="checkbox"/> Yes <input type="checkbox"/> No

**Part Two – Event Details**

Event Name	
Event Date/s	
Brief Event Description	
Event Venue	
Event Address	
Event Website/Social Media Address	
Event Type	
Total Event Budget	
City Funding Requested (cash)	
City Funding Requested (in kind support)	
Proposed Use of City Funding	

## Part Three - Event Assessment Criteria

Please address all criteria. If not applicable, please mark N/A.

### Event Details

#### 1. Event Content, Location & Target Audience

1.1 Provide a detailed description of all components of the event and event program.

1.2 Provide an overview of the history of the event. When did it begin, how did it grow, evolve and develop over time?

1.3 Outline the reasons why you have selected the proposed venue for your event ie patron access, existing facilities, similar events held at the venue etc.

1.4 Provide a description of the target audience and participants likely to attend the event ie age ranges, demographics, visitor origins.

1.5 Is your event comparable to other events locally, nationally or internationally?  
If so, please describe how.

1.6 Is the event part of a State, National or International competition or tour?

**2. Event Objectives, Management & Growth**

2.1 State the objectives, purpose or expected outcomes of the event ie economic or social benefits, educational, media exposure. These should be clearly defined, achievable and measurable.

2.2 What is the plan for future growth of the event?  
Will it be held annually, biennially or is it a one-off event?

2.3 Briefly describe the management/organisational structure for the event?

2.4 Outline your organisation’s management experience.

## Economic Impact

### 3. Visitor/Attendee Numbers

3.1 Provide a breakdown of the estimated number of attendee types:

- a) Participants \_\_\_\_\_
- b) Spectators \_\_\_\_\_
- c) Competitors \_\_\_\_\_
- d) Officials \_\_\_\_\_
- e) Volunteers \_\_\_\_\_
- f) Other \_\_\_\_\_

### 4. Economic Impact

4.1 Estimate how much will be spent with local suppliers/businesses within the City of Busselton for event equipment, infrastructure and other services. Preference will be given to events that source event equipment and vendors locally.

4.2 Estimate the economic impact of the event. This can be completed by incorporating the:

- a) Total anticipated number of visitors (participants, spectators, competitors, officials and others travelling specifically for the event), by origin (intrastate, interstate or international)
- b) Estimated length of stay
- c) Estimated daily expenditure (accommodation, meals, entertainment, etc).

Please use the latest economic impact data from Tourism WA, obtained from [Tourism WA Latest Tourism Statistics](#)

	Local attendees	Intrastate visitors	Interstate visitors	International visitors	Total visitors
Visiting specifically					
Length of stay					N/A
Average daily spend (\$)					N/A
<b>TOTALS</b>					

## Strategic Benefit

### 5. Tourism

- 5.1 Is the event planned during a shoulder or off peak tourism time (May – October) of the year?  
Preference will be given to events at these times of the year.

- 5.2 Is the event scheduled in the school holidays or on a public holiday(s)/long weekend?

- 5.3 Are you aware whether your event coincides with any other events in the area/region?

- 5.4 If you answered yes to the above question, please list the event(s) and any potential impacts or collaborations that may result.

## Environmental Impact

### 6. Environmental Strategy

- 6.1 Does the event impact (positively or negatively) on the environment?

- 6.2 Will the event negatively impact in a way that will require considerable restoration of the environment or grounds on which it operates?

- 6.3 Is the event to be held in an environmentally or ecologically sensitive area?

The City has a *Sustainable Events Guide* that you will need to be aware of to answer the following question.

- 6.4 Does the event adhere to the principles contained in the *Sustainable Events Guide*?

## Promotional Benefit

### 7. Media and Marketing

7.1 Provide a description of your marketing activities (including timeframe) that will be undertaken to promote the event.

7.2 Please detail whether marketing and media is targeted to local, state, interstate and/or international audiences.

7.3 What is the total marketing budget? Please provide a breakdown of this budget, including local media spend. If you have a separate marketing strategy, please provide as an attachment  
The prestige of an event is measured on the following criteria:

7.4

- Level of competition
- Naming rights and other major sponsors

- Involvement of renowned national and/or international artists/ performers/ competitors
- Number of patrons/ attendees

Describe how the above criteria apply to your event (if any).

7.5 How will the event promote and showcase the City of Busselton as the Events Capital WA?

### 8. Promotional Opportunities

8.1 Describe the opportunities that will be made available to the City of Busselton Council and representatives including recognition, branding opportunities, public announcements/speeches, award presentations, event attendance and other promotional benefits.

## Social Benefit and Community/Corporate Support

### 9. Social Benefit

- 9.1 What initiatives or strategies are you planning on undertaking to encourage community involvement of your event ie volunteering opportunities, community fundraising etc?

### 10. Community and Corporate Support

- 10.1 Provide details of the financial and in-kind support provided by the following (see Appendix 2):

- a) Local businesses/organisations
- b) Local authorities
- c) State/National Government bodies
- d) Corporate/private sector

## Budget and Insurance

### 11. Budget and Insurance

- 11.1 Please attach a detailed budget including projections of income and expenditure, and details of other funding that has been applied for (refer appendix 1).
- 11.2 Please attach a copy of your public liability insurance (recommended \$20 million).

## Collection of event evaluation data

### 12. Evaluation

- 12.1 Describe how you will measure the success of the event and the achievement of the event objectives ie survey methods, ticket sale data etc?



### Declaration

I, the undersigned, certify that I have read and understood the Event Sponsorship Program Guidelines, that I have been authorised to submit this application and that the information contained herein and attached is, to the best of my knowledge, true and correct.

<b>Name</b>	
<b>Position</b>	
<b>Signed</b>	
<b>Date</b>	

Please submit this application via one of the following methods:

- email to [city@busselton.wa.gov.au](mailto:city@busselton.wa.gov.au)
- mail to CITY OF BUSSELTON Locked Bag , 1 BUSSELTON WA 6280
- or by hand to City of Busselton Administration, Southern Dr Busselton

## Appendix 1

List the income and expenditure relating to your event. Please attach a separate budget if more space is required.

Income	
Item	Amount
<b>TOTAL INCOME</b>	

Expenditure	
Item	Amount
<b>Cash Expenditure</b>	
Sub Total Cash Expenditure	
<b>In Kind Support</b>	
Sub Total In Kind Support	
<b>TOTAL EXPENDITURE</b>	

## Appendix 2

Has your organisation attempted to secure financial assistance from other grant/sponsorship sources for this event? (Please provide details in the table below.)

Source	Amount Requested	Result
<i>Eg. Lotterywest</i>	<i>\$5,000</i>	<i>Pending</i>
<i>Eg. Sausage sizzle</i>		<i>We made \$300</i>
<i>Eg. Local printing business</i>	<i>\$1,000 worth of printing</i>	<i>Approved</i>