

Event Sponsorship Programme Guidelines

1. Background

A strategic priority of the City of Busselton Strategic Action Plan 2010 – 2020 is to assist and provide for the economic development of the region. This is achieved through the development of initiatives aimed to promote the City as the Events Capital WA.

In accordance with this strategic priority, the City has developed a diverse annual calendar of events that attracts a number of sporting, arts, cultural and community events to the region. Recognising the positive economic and social benefits events and tourism have on the region; the City has developed an Events Sponsorship Programme that aims to assist in the funding and attraction of year-round events to the region, bridging the existing events shoulder season and further advancing the region as the *Events Capital WA*.

2. Event Sponsorship Programme

Every proposal for an event seeking sponsorship from the City of Busselton is required to complete an Events Sponsorship Application. The Event Sponsorship Application format has been designed to ensure that:

- Planning for every event is rigorous, transparent and comprehensive;
- Annual events use the Event Sponsorship Application as a planning tool to continually improve the quality of the event; and
- The City's Marketing and Events Reference Group can assess each proposal fairly and equitably.

3. Event Sponsorship Application Process

The Event Sponsorship Application is completed by the applicant and contains the following information:

- Details of the proposed event;
- Amount of sponsorship requested;
- Details of the organisation;
- Objectives of the proposed event;
- Response to event criteria including;
 - economic impact;
 - social benefit;
 - environmental impact;
 - strategic benefit;
 - promotional benefit;
- Detailed event budget including all proposed income and expenditure;
- City of Busselton recognition and return on investment.

The City of Busselton's Events Coordinator is available to provide guidance for applicants through the Event Sponsorship Application process.

Every Event Sponsorship Application is checked by the City's Events Team to ensure all required information is included prior to being forwarded to the Marketing and Events Reference Group. If all criteria are not addressed in your application, you will be asked to supply outstanding information. Failure to supply this information may result in your application being cancelled or deemed unsuccessful.

4. Sponsorship Evaluation Process

The City of Busselton Marketing and Events Reference Group will assess each application by utilising the following matrix:

Criteria	Scoring Instructions	Assigned Score				
		1	2	3	4	5
Event Classification	Local/community, Developing, Major, or Hallmark event (as described below)					
Economic Impact	1 (no/minor impact) to 5 (high/major impact)					
Social Benefit	1 (no/minor benefit) to 5 (high/major benefit)					
Environmental Impact	1 (high negative environmental impact) to 5 (low negative environmental impact)					
Strategic Benefit	1 (no/minor benefit) to 5 (high/major benefit)					
Promotional Benefit	1 (no/minor benefit) to 5 (high/major benefit)					
Total						
Event Reference Group Total						
EVENT REFERENCE GROUP – FINAL SCORE						

Event Classification

Events are classified in to four (4) main categories; Hallmark, Major, Developing and Community:

Type	Hallmark	Major	Developing	Community
Features	<ul style="list-style-type: none"> ▪Occurs annually ▪Internationally recognised ▪Unique to region ▪Attracts international and interstate visitors ▪Opportunities for local businesses ▪Actively engages local community ▪Significant external media exposure ▪Economic multiplier of at least 10 	<ul style="list-style-type: none"> ▪May be internationally recognised ▪Annual or single event ▪Builds on local participation and community life ▪Opportunities for media exposure ▪Attracts visitors from > 40 min drive time ▪Economic multiplier of at least 4 ▪Showcases facilities and attractions ▪Positions the City for other events 	<ul style="list-style-type: none"> ▪Has potential to become a major or Hallmark event ▪Has strong passionate local supporters ▪Promotion of council asset of strategic importance ▪Positions City for future events 	<ul style="list-style-type: none"> ▪Celebrates an aspect of community life in the City ▪Generally run by volunteers ▪Does not attract visitors from outside the City ▪Strong social benefits ▪Limited likelihood of media exposure ▪Limited economic benefit
Example	Ironman WA	Busselton Jetty Swim	Pedal Prix WA	Carols by the Jetty

Economic Impact

The economic impact of an event is based on the estimated contribution to the City, in terms of the anticipated number of international, interstate and intrastate participants, spectators, visitors, support teams, and others; the length of stay; the estimated daily expenditure; and the exposure of the event.

The percentage of the event budget provided by the non-government sector is also an important consideration when evaluating the events. The greater the revenue percentage provided by the private sector, the more favourable the assessment under this criterion.

The City will also take into account the amount in the events budget which will be spent with City of Busselton suppliers and businesses.

Social Benefit

The social benefit of an event is assessed on the potential involvement of the local and larger communities in the event or in surrounding support activities. The more community involvement an event can create the more favourable the consideration.

Environmental Impact

The environmental impact of an event is assessed on the positive or negative effect on the environment. Should an event negatively impact in a way that will require considerable restoration of the environment or grounds on which it operates, a less favourable assessment will be recorded against this criterion.

Strategic Benefit

The City of Busselton enjoys a high accommodation booking rate at peak times of the year. For this reason events held in the off peak seasons, low or shoulder times (May – October) of the year (ie not school holidays, long weekends, Christmas or Easter holiday periods) will be provided with a more favourable assessment recorded against this criterion.

In addition, those events held on an annual basis and demonstrating the capacity for sustainable growth will be provided with a more favourable assessment than a one-off event.

Promotional Benefit

A level of return is expected for any sponsorship granted by the City of Busselton. A favourable assessment recorded against this criterion may include a combination of the following:

- Media engagement and profile – Local, State or National - print, television, radio, internet, social media etc;
- Prestige – level of competition, the status of any competitors / performers / artists / participants / sponsors, etc;
- City Representation – the ability for Councillors and representatives from the City to be involved in an official capacity;
- Signage/Branding Presence – promotion of the City's logo at the event, on official merchandise and within other promotional opportunities. Promotion of the location of the event within the City of Busselton.

The Marketing and Events Reference Group has the right to recommend multi-year agreements for events at its discretion.

5. Forms of Sponsorship

Sponsorship may come in the form of either cash or in-kind. In-kind sponsorship comprises of work undertaken by the City specific to an event, and may include, but is not limited to; ground marking, approval of traffic management plans, erection of signage/banners, bin hire, event fees etc. The dollar amount of in-kind sponsorship will be estimated through the submission of a Scope of Works application. This comprises part of the application process to hold an event through the City.

6. Council Endorsement

Should the Marketing and Events Reference Group recommend that a commitment be made in support of an application, this recommendation will be presented to the Council of the City of Busselton for their endorsement. The Council has the right to consider alternate resolutions other than that recommended by the Reference Group at its discretion.

7. Event Sponsorship Agreement

Approved applications will require a formal Agreement between the City of Busselton and the Applicant. The Agreement will document the agreed level of financial and in-kind support for the event, and the level of recognition required of the sponsorship.

The agreement will require signatures from the applicant, the Mayor and the CEO (or equivalent) of the City of Busselton prior to any financial support being released or in-kind works being completed. Failure to meet the requirements of the Agreement may result in the Applicant reimbursing funding provided, and may impact any future sponsorship applications.

Once agreement has been signed by all parties, the applicant is required to provide an invoice for payment of the sponsorship funding.

The City of Busselton reserves the right to link sponsorship instalments to the completion of event milestones including the provision of a post-event evaluation report.

All successful applicants must complete an Event Application and provide all supporting documents as requested by the Events Team. This is to ensure that the event is safe, compliant and of a quality befitting a City of Busselton sponsored event.

8. Post Event Evaluation

The applicant shall provide the City of Busselton with a post event evaluation report (within 3 months of event completion) outlining the following:

1. General performance and activities of the event;
2. Measure against Key Performance Indicators as per the funding agreement;
3. Economic impact ;
4. Benefit to the local community;
5. Benefit to local businesses;
6. Media coverage of the event; and
7. Detailed Income and Expenditure Statement

Event organisers are required to demonstrate how they obtained accurate data pertaining to their event ie surveys, ticketing and sales reports etc. in order to formulate their post event evaluation report.

Post event evaluation reports will be used to determine if future funding will be approved for event organisers.

9. Event Sponsorship Eligibility

The City of Busselton provides sponsorships that will:

- Build relationships with organisations that will help the City achieve the priorities listed in its Strategic Plan;
- Promote the City at a local, regional and international level, if applicable;
- Attract new events to the City;
- Provide economic benefit to the local business community;
- Provide opportunities for local community involvement

The City of Busselton will consider all proposals but will avoid those that:

- Support or oppose political or religious events (not including charities run by religious groups);
- Conflicts with legislation;
- Excludes or offends minority community groups;
- Could present a hazard to the community or environment;
- Promote anti-social behaviour, including gambling, smoking or the consumption of other addictive substances;
- May misrepresent the City's priorities listed in its Strategic Plan;
- Are held outside, or a major part is held outside, of City boundaries; and
- Are not open to, or do not have a portion open to the general public, for example conventions, conferences, or club events where access is restricted to members or delegates.

Please note that success in receiving Event Sponsorship does not preclude any applicant from being liable for all City of Busselton fees and charges to conduct that event. All fees and charges incurred remain payable to the City of Busselton.

10. Event Sponsorship Rounds

Applications for sponsorship will be available twice per year closing in March (for events conducted 1 July – 30 June) and September (for events conducted 1 January – 30 June).

11. Confidentiality

The City of Busselton and the Marketing and Events Reference Group seeks to maximise openness and transparency in its decision-making process.

If any Applicant wishes to include information in their application that they require to be maintained as confidential then this information must be clearly labelled as 'confidential' by the Applicant. The Applicant must provide justification for the classification of information as confidential.

Please note some of the details in the application (excluding those justified as being confidential)

may be considered in a Council or Committee meeting where public are present and minutes are made available publicly.

12. Disclaimer

The City of Busselton allocates a certain level of funding for events each year. At times the City is faced with an event which may match the sponsorship criteria but for which there are insufficient funds.

If funding is available then the process for considering the event proposal will continue. If there are insufficient funds, the Applicant will be advised that, although an initial analysis justifies further consideration, the City's inability to fund the event prohibits the process going any further. Should funds become available, then the analysis will continue.

13. Additional Information

For further information or to discuss a potential sponsorship application, please contact:

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