



## Event Sponsorship Program Guidelines

### 1. Background

A strategic priority of the City of Busselton is to support and strengthen the region's economic development through the attraction, retention and strategic development of events. This aligns with the City's vision of being recognised as the Events Capital of WA and with the broader objectives of the Events Strategy and Council Plan.

To achieve this, the City has developed a diverse annual calendar of sporting, arts, cultural and community events that deliver strong economic, social and cultural outcomes for residents and visitors. Recognising the significant contribution that events and tourism make to the region, the City established the Events Sponsorship Program to assist in attracting and supporting events that enhance year-round visitation and activate local businesses, venues and community spaces.

The Events Sponsorship Program places a strong focus on:

- Strengthening existing successful and hallmark events.
- Prioritising high-quality events that diversify the annual events calendar, particularly in under-represented months.
- Supporting new events only when scheduled outside the region's peak visitation periods, including school holidays and long weekends. This approach ensures a balanced events calendar, reduces pressure on local infrastructure, and maximises economic outcomes during shoulder and off-peak seasons.

Through this targeted approach, the City seeks to encourage sustainable event growth, minimise community and environmental impacts, and ensure that supported events meaningfully contribute to the region's economic, cultural and social vibrancy.

### 2. Event Sponsorship Program

Every event seeking sponsorship from the City of Busselton is required to complete an Event Sponsorship Application. The application process is designed to ensure that all proposals are assessed consistently, transparently, and in alignment with the City's strategic event objectives.

The Event Sponsorship Application ensures that:

- Event planning is rigorous, comprehensive and demonstrates a clear understanding of logistical, financial and risk management requirements.
- Annual and returning events use the application process as a planning and evaluation tool to continually improve delivery, quality, and community outcomes.
- The City's Business Development, Events & Marketing Program (BDEMP) can assess

each proposal fairly and equitably, ensuring recommendations to Council are based on merit, alignment with strategic priorities, and the overall contribution of the event to the region.

This structured approach supports the City's objective of fostering high quality events, prioritising those that contribute meaningfully to the region's economy, community and cultural vibrancy while ensuring responsible allocation of public funds.

### 3. Funding Streams

The City of Busselton offers two distinct funding streams under the Event Sponsorship Program: Economic Focused Events and Community Focused Events. Each stream is designed to support different types of outcomes that contribute to the City's economic, social and cultural objectives.

#### Economic Focused Events

Events in this stream aim to:

- Attract visitation to the region, particularly during off-peak and shoulder seasons.
- Generate measurable economic benefits through visitor spend, business engagement and the use of local suppliers and venues.
- Deliver significant media exposure and positive destination promotion for the City of Busselton and surrounding region.
- Strengthen the City's reputation as a premier destination for high-quality events.

#### Community Focused Events

Events in this stream aim to:

- Bring the community together through accessible, free or low-cost activities and experiences.
- Deliver strong social, cultural and wellbeing outcomes for local residents.
- Celebrate cultural diversity, inclusion and local identity.
- Activate community spaces and contribute to local vibrancy without requiring major tourism or economic outcomes.

### 4. Event Sponsorship Application Process

All event organisers seeking sponsorship from the City of Busselton are required to submit an Event Sponsorship Application through the City's SmartyGrants portal. Applications will only be accepted via this platform.

The Event Sponsorship Application must include:

- Details of the proposed event, including key activities, dates, locations and target audiences.
- The amount of sponsorship requested and a clear explanation of how City funding will be used.
- Information about the organising entity, including governance, experience and capacity to deliver the event.
- The objectives of the event and the intended economic, social and/or cultural outcomes.
- A response demonstrating how the event aligns with the following strategic pillars:
  - Diversity Strategy
  - Localise Strategy

- Hallmark Strategy
- Venues Strategy
- A detailed event budget outlining all projected income, expenditure and funding sources.
- Proposed methods for recognising the City of Busselton’s support and demonstrating return on investment.

The City’s Events Team is available to provide guidance throughout the application process to support applicants in preparing a complete and accurate submission.

Once submitted through SmartyGrants, all applications are reviewed by the City’s Events Team to ensure the required information has been provided. Applicants may be asked to supply missing or clarifying information if criteria have not been fully addressed. Failure to provide the requested information may result in the application being deemed incomplete, cancelled or unsuccessful.

Eligible and fully completed applications are then forwarded to the Business Development, Events & Marketing Program (BDEMP) for formal assessment and funding recommendations.

## 5. Event Classification

Events supported through the City of Busselton’s Event Sponsorship Program are classified into four categories: Hallmark, Major, Developing, and Community. These classifications help determine the level of support, expected outcomes, and strategic importance of each event.

HALLMARK	MAJOR	DEVELOPING	COMMUNITY
<ul style="list-style-type: none"> <li>• Occurs annually</li> <li>• Internationally recognised</li> <li>• Unique to the region</li> <li>• Attracts international and interstate visitors</li> <li>• Provides strong opportunities for local businesses</li> <li>• Actively engages the local community</li> <li>• Generates significant external media exposure</li> </ul>	<ul style="list-style-type: none"> <li>• May be internationally recognised</li> <li>• Annual or one-off event</li> <li>• Builds on local participation and enhances community life</li> <li>• Offers opportunities for media exposure</li> <li>• Attracts visitors from outside the region (greater than 40-minute drive time)</li> <li>• Showcases local facilities, venues and attractions</li> <li>• Helps position the City to secure future events</li> </ul>	<ul style="list-style-type: none"> <li>• Has potential to grow into a Major or Hallmark event</li> <li>• Supported by passionate local organisers and participants</li> <li>• Promotes Council assets of strategic importance</li> <li>• Helps position the City for future event opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Celebrates an aspect of community life within the City</li> <li>• Generally run by volunteers or community groups</li> <li>• Primarily attracts local residents rather than visitors</li> <li>• Delivers strong social benefits</li> <li>• Limited likelihood of media exposure outside of local region</li> <li>• Limited economic benefit</li> </ul>
Example: IRONMAN Western Australia	Example: South West Craft Beer Festival	Example: Nautical Drive Festival	Example: Carols by the Jetty

## 6. Funding Strategies

The City of Busselton's Event Sponsorship Program is guided by four key strategies. These strategies ensure a balanced, high-quality and sustainable events calendar that supports community wellbeing, showcases local identity and maximises economic benefit.

### **Diversity Strategy**

- Leverage the region's existing strengths while addressing gaps in the type, scale and seasonal distribution of events.
- Provide a variety of events that appeal to different audience segments, including opportunities to attract interstate and international attendees.
- Support activation during traditionally quieter periods, particularly winter, for the benefit of both the community and visitors.

### **Localise Strategy**

- Emphasise and celebrate the region's unique natural landscapes, coastal environment, wine and food culture, and creative industries.
- Ensure local businesses and residents have meaningful opportunities to participate, benefit or volunteer as part of event delivery.
- Encourage event organisers to integrate local products, talent, suppliers and stories into their programming.

### **Hallmark Strategy**

- Build on the City's strong foundation of recognised annual hallmark events that contribute significantly to destination branding and economic return.
- Prioritise recurring events that have substantial appeal, tradition or promotional value, and that offer the City a competitive advantage.
- Support hallmark events that foster long-term community pride, identity and loyalty among visitors and special-interest groups.
- Encourage growth in events that strengthen the region's reputation and contribute to a diverse and sophisticated tourism brand.

### **Venues Strategy**

- Showcase the City's unique venues, natural settings and built assets as strategic advantages for delivering memorable and distinctive events.
- Recognise the role of venues as essential elements in the event value chain, translating event activity into local economic benefit.
- Support events that activate a spread of both new and existing venues, contributing to a dynamic and geographically diverse event calendar.
- Encourage the use of non-traditional or emerging event spaces to create new opportunities, enhance visitor experiences and broaden the City's event capacity.

## **7. Sponsorship Evaluation Matrix**

The City of Busselton's Events team will assess each application and make recommendation to BDEMP utilising the following matrix:

STRATEGY	CRITERIA	SCORING INSTRUCTION	ASSIGNED SCORES
Diversity Strategy	Timing	Low season (May – Aug, outside of school and public holiday periods)	2 points
		Shoulder season (Feb – April, Sept – Dec, outside of school and public holiday periods)	1 point
		School holidays, long weekends	0 points
	Event Variety	New event, identified gap or existing event, priority genre	2 points
		Existing event, diversified offering	1 point
Localise Strategy	Uniquely local event	New or existing event, not identified priority	0 points
		Showcases unique cultural, social or economic aspects of the City	2 points
		Not unique event but predominantly local flavour, draws on regional branding	1 point
	Local business involvement	Not unique to City in any aspect	0 points
		Predominant use of local business, suppliers, artists, staff	2 points
		Some use of local business	1 point
		No local business involvement	0 points
	Local community participation	Local community/general public can attend, participate or volunteer	2 points
		Limited community involvement	1 point
		No community involvement, exclusive event	0 points
Hallmark Strategy	Retention and growth of existing strong events	Existing hallmark event or existing major event with capacity to grow or one off national level or touring event	2 points
		Existing event, no growth capacity	1 point
		One off event, unlikely to return, low impact or visitation	0 points
	*Visitation	Attracts high number of visitors from outside region, extended visitation, participants from interstate or international	2 points
		Moderate number of visitors from outside region, extended visitation, participants mainly from intrastate	1 point
		Low participant numbers, mainly from local region	0 points
	*Economic impact	High economic impact (>1:50+ return on dollars invested)	2 points
		Moderate economic impact (>1:25-50 ROI)	1 point
		Low economic impact (<1:25 ROI)	0 points
	*Promotional value	Promotion of the event and wider destination marketing to a national or international market	2 points
Promotes the City to an intrastate and local market only		1 point	
Only local promotion of the event		0 points	
Uses less utilised locations, spreads event		2 points	
Venues	Event impact		

Strategy		offerings throughout the City, highly accessible event with good transport options	
		Uses standard event locations with no additional transport options , no disruption to community	1 point
		Proposes locations with potential to disrupt community in already busy areas, no transport options	0 points
	Unique venues	Showcases a number of unique venues/locations or unique aspects of existing venues to generate new interest in these space	2 points

\* This scoring is applicable to events applying under the Economic Focused events funding stream only.

## 8. Forms of Sponsorship

The City of Busselton provides event sponsorship in two forms: cash support and in-kind support. The type and level of sponsorship offered will depend on how well the event aligns with the City’s strategic priorities and the overall value the event provides to the community and region.

### Cash Sponsorship

Cash sponsorship is a direct financial contribution provided by the City to assist with eligible event delivery costs. Applicants must clearly outline how the requested funds will be used and demonstrate the outcomes and benefits the event will deliver for the region.

### In-Kind Sponsorship

In-kind sponsorship refers to support provided through City services, facilities or resources that assist with the planning and delivery of an event. In-kind support may include, but is not limited to:

- Waived or reduced event and venue hire fees
- Ground marking and site preparation
- Assessment and approval of Traffic Management Plans
- Use of the City’s digital billboard for event promotion
- Installation of street banners
- Provision and servicing of event bins
- Other operational or logistical assistance directly related to event delivery

The value of in-kind support is determined through the submission of a Scope of Works application. This forms part of the City’s event application process and enables the City to estimate the cost of labour, equipment and services required. This assessment ensures transparency for applicants and assists the City in allocating in-kind support fairly across events.

## 9. Council Endorsement

Where the Business Development, Events and Marketing Program (BDEMP) Reference Group recommends that an event receive sponsorship funding, this recommendation will be presented to the Council of the City of Busselton for consideration and endorsement. Council retains full discretion in its decision-making and may choose to support the recommendation, amend it, or determine an alternative resolution. All funding decisions are subject to formal Council approval.

## 10. Event Sponsorship Agreement

All approved applications will be formalised through a Sponsorship Agreement between the City of Busselton and the applicant. This Agreement outlines the confirmed level of cash and/or in-kind support, the expectations of both parties, and the recognition requirements associated with the City's sponsorship.

The Agreement must be signed by the applicant and the City's Chief Executive Officer (or their delegate) before any funds are released or in-kind works commenced. Applicants must adhere to all terms and conditions within the Agreement. Failure to do so may result in funding being withheld, reduced, or reclaimed, and may affect future sponsorship eligibility.

### Key Performance Indicators (KPIs)

Each Sponsorship Agreement will include a set of KPIs tailored to the event. These KPIs may relate to areas such as:

- Attendance and visitation outcomes
- Economic impact
- Local business engagement
- Marketing and promotional deliverables
- Community participation
- Operational quality and compliance

Applicants are required to report against these KPIs as part of the post-event evaluation process. The City may withhold further funding instalments, or decline future funding, if KPIs are not met.

### Multi-Year Funding Agreements

Where appropriate, the City may offer multi-year funding agreements to events that demonstrate strong alignment with strategic objectives and a proven track record of successful delivery.

Each year of a multi-year agreement is subject to review. Funding for subsequent years will only be released once the City has assessed:

- Delivery of the previous year's event
- Completion of required reporting
- Achievement of KPIs
- Ongoing alignment with City priorities

The City reserves the right to amend, suspend or withdraw future-year funding if performance or alignment declines.

### Payment of Funds

Once the Sponsorship Agreement has been signed by all parties, the applicant must submit an invoice for payment of the sponsorship funds.

The City may link funding instalments to:

- Completion of key milestones
- Submission of required documentation
- Provision of the post-event evaluation report

Unless otherwise negotiated, the first instalment will be paid approximately one month prior to the event.

### Event Application Requirements

All successful applicants must also complete the City's Event Application process and provide supporting documentation as required by the Events Team. This ensures every sponsored

event is delivered safely, complies with relevant legislation and standards, and reflects the quality expected of a City-supported event.

## 11. Post Event Evaluation

All sponsored events must submit a Post Event Evaluation Report to the City of Busselton within three (3) months of the event's completion. This report is essential for assessing event performance, measuring return on investment, and determining eligibility for future funding.

The Post Event Evaluation Report must include:

- Overview of the event, including general performance, delivery outcomes, and key activities.
- Assessment against all Key Performance Indicators (KPIs) outlined in the Sponsorship Agreement.
- Economic impact analysis, including visitation data, spend estimates and methodology used.
- Benefits to the local community, including participation, engagement and social outcomes.
- Benefits to local businesses, including supplier engagement, accommodation usage and trade uplift.
- Media coverage summary, including reach, channels used, promotional value, and examples where relevant.
- Detailed Income and Expenditure Statement, reflecting actual costs and revenue, including sponsorship funds received.

Event organisers must clearly demonstrate how all data was collected, including the use of surveys, ticketing reports, sales records, digital analytics or other verifiable methods. Data quality and transparency are essential for a robust assessment.

Post Event Evaluation Reports are used by the City to determine:

- Whether contractual KPIs have been met
- Whether future sponsorship will be approved
- Whether ongoing or multi year funding commitments will continue
- Whether funding levels should be maintained, reduced or discontinued

Failure to provide a complete and accurate Post Event Evaluation Report may result in future applications being deemed ineligible or unsuccessful.

## 12. Event Sponsorship Eligibility

The City of Busselton provides event sponsorship to support initiatives that contribute positively to the community, local economy and the City's strategic objectives. To be eligible for sponsorship, events should demonstrate alignment with the following principles:

### Eligible Events

The City will prioritise sponsorship proposals that:

- Build strong relationships with organisations that support the priorities outlined in the City's Strategic Plan.
- Promote the City of Busselton at a local, regional, national or international level, where applicable.
- Attract new and strategically aligned events to the City.

- Deliver measurable economic benefits to the local business community.
- Provide meaningful opportunities for community participation, engagement and volunteer involvement.

### Events Generally Not Supported

While all applications will be considered, the City will avoid supporting events that:

- Support or oppose political or religious activities (excluding charitable organisations operated by religious groups).
- Conflict with legislation or regulatory requirements.
- Exclude, marginalise or offend minority community groups.
- Pose environmental or public safety risks.
- Promote antisocial behaviour, including gambling, smoking or the promotion of addictive substances.
- Misrepresent or conflict with the City's strategic priorities.
- Are held outside the City of Busselton municipal boundary, or where a major component of the event occurs outside the boundary.
- Are not open to the general public, or only allow access to members, delegates or invitees (e.g. private conferences, conventions, or members only events).

### Fees and Charges

Receiving event sponsorship does not exempt applicants from standard City of Busselton fees and charges required to deliver their event. All operational, venue or regulatory fees remain payable by the event organiser unless otherwise determined through the sponsorship agreement.

### 13. Event Sponsorship Rounds

Applications for event sponsorship are accepted twice per year through the City's SmartyGrants portal. Funding rounds close on:

- **March** — for events held between 1 July and 30 June
- **September** — for events held between 1 January and 30 June

Applicants are encouraged to plan ahead to ensure their submissions are completed and lodged within the appropriate round.

The Business Development, Events and Marketing Program (BDEMP) Reference Group may, at its discretion, recommend multi-year funding agreements for events that demonstrate strong strategic alignment, proven capacity for successful delivery, and long-term value to the City.

Events classified as Hallmark events may be considered for funding agreements of up to five (5) years, in recognition of their significant economic, promotional and community value to the region. Multi-year agreements remain subject to:

- Annual assessment of event performance
- Achievement of agreed Key Performance Indicators (KPIs)
- Satisfactory completion of post-event reporting
- Continued alignment with the City's strategic priorities

The City reserves the right to amend, suspend or withdraw funding for future years if these

requirements are not met.

#### 14. Confidentiality

The City of Busselton and the Business Development, Events and Marketing Program (BDEMP) are committed to maximising openness and transparency in the sponsorship decision-making process.

Applicants should be aware that information provided in their Event Sponsorship Application may be referenced as part of reports presented to Council or a Council Committee. With the exception of information legitimately identified as confidential, details from an application may be discussed in meetings open to the public, and associated minutes may be published and publicly accessible.

Event organisers are encouraged to clearly identify any information they believe should remain confidential as part of their application. While the City will take all reasonable steps to respect and protect such information, final determination regarding confidentiality rests with the City in accordance with legislative and governance requirements.

#### 15. Disclaimer

The City of Busselton allocates a dedicated budget for event sponsorship each financial year. While many events may meet the sponsorship criteria, available funding is limited. As a result, not all eligible events can be supported.

If sufficient funding is available, the assessment and consideration of an event proposal will continue in accordance with the established sponsorship process. However, if funds have already been fully allocated, the applicant will be advised that—although the event may warrant further consideration—the City is unable to progress the application due to budget limitations.

Should funding become available at a later stage within the financial year, the City may resume its assessment of the proposal. Applicants will be notified if circumstances change and their event can be reconsidered.

#### 16. Additional Information

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

##### Events Team

[events@busselton.wa.gov.au](mailto:events@busselton.wa.gov.au)

##### Peta Fussell - Events Coordinator

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