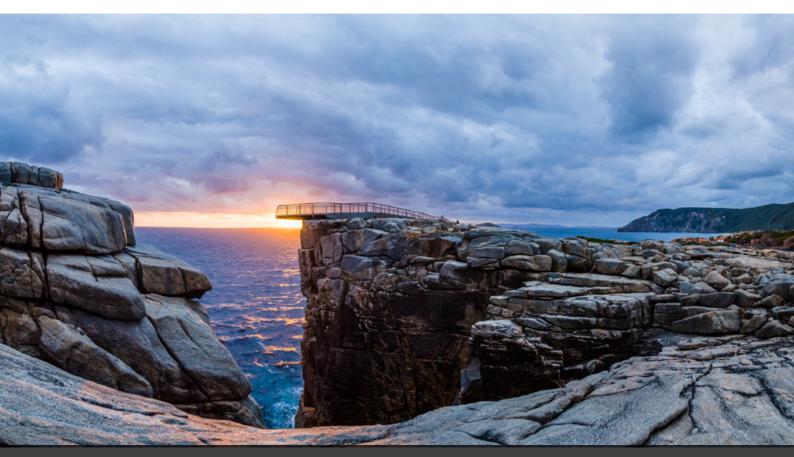


# REGIONAL EVENTS SPONSORSHIP APPLICATION FORM 2021 - 2022



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# **REGIONAL EVENTS SPONSORSHIP APPLICATION FORM 2021 – 2022**

Please ensure that you have read the City of Albany Regional Events Sponsorship Guidelines and that you are eligible to apply for this funding.

Note: Organisations and individuals are only eligible to submit one application across all City of Albany funding and sponsorship categories.

### **KEY CONTACT**

To discuss your project, or for other enquiries about Regional Events Sponsorship, please contact the City of Albany's Events Team on 6820 3000 or, by email on events@albany.wa.gov.au.

### **KEY DATES**

Applications Open: Applications Close: Application Assessment: Assessment Panel Pitch: Notifying Successful Applications: Successful Applicants Contract Signing: Project and Activity Delivered: 6 July 2020 30 October 2020 2 - 13 November 2020 17 November 2020 December 2020 January 2021 January 2021 - 30 June 2022

CONTACT INFORMATION				
Name:				
Name of Organisation Applying:				
ABN:				
Address:				
Phone:	(w)	(h)	(m)	
Email:				
EVENT DETAILS				
Event Name:				
Event Start Date:				
Event End Date:				
Event Description:				

<b>Event Proposal documen</b> (If your organisation has cre summarises your event, ple	eated an event p			Yes	No
Event Frequency:	Annual	One Off		her ase specify:	
<b>EVENT HISTORY</b> If this is an inaugural ever	nt, please skip t	his question.			
What year did your event begin?					
Please detail new initiativ positively affect growth:	res and change	es that you h	ave r	made to your ev	ent, that will
Please include any picture	es you have of	your event fro	om p	revious years.	
MARKETING AND COM (If you have a Marketing Stre					
<b>Target audience:</b> (Describe in 200 words or les	ss.)				

**Proposed marketing activities:** (Detail your proposed marketing activities. Describe in 200 words or less.)

#### What is the expected media exposure from the event?

(Please note this is not referring to paid event advertising but instead expected articles/features Outline in 200 words or less.)

#### **Marketing Collateral**

Please attach any marketing collateral (posters, branding, flyers) from last year's event and/or proposed collateral for this year's event.

#### PRESTIGE AND UNIQUENESS

**Prestige:** (Describe the prestigious elements of your event. Participants, sponsors, media; involvement of national and/or international artists/performers, competitors; and the number of patrons/attendees can add to the prestige of your event. Describe in 150 words or less.)

#### Uniqueness, image building and brand.

 Provide details of your event program with particular emphasis on any unique aspects. Describe the point of difference that separates it from other events. Describe in 100 words or less.

2. Describe how your event will showcase and reinforce the unique characteristics of Albany and assist with its competitive positioning as a vibrant tourist destination? Describe in 100 words or less.

3. Describe how your event supports the City of Albany's vision to be Western Australia's most sought after and unique regional city to live, work and visit. Describe in 100 words or less.

#### **VISITATION AND ECONOMIC IMPACT**

#### Estimated Visitor/Attendance Numbers

Please do not include repeat attendees (i.e. people who attend two events on the event program).

<b>Estimated total number of attendees:</b> (Include participants and visitors)	
<b>Estimated total number of participants:</b> (E.g. vendors, competitors, artists etc.)	
<b>Estimated total number of visitors:</b> (E.g. ticketholders, spectators etc.)	

#### Economic Impact Estimates:

The anticipated number of visitors (participants/spectators/support crew/artists/others travelling specifically for the event), their total length of stay. Please do not include repeat visitors or those visitors who are already in town on holiday who attend the event.

	EXAMPLE	Intrastate Visitors (non-local area)	Interstate Visitors	International Visitors	TOTAL
Visiting specifically	500				
Average length of stay	3 Days				

#### COMMUNITY SUPPORT

**Local community support:** (List and provide evidence of support from local businesses, community groups, regional tourism organisations and the like. Describe in 200 words or less.)

#### LETTERS OF SUPPORT

1.

2.

List and attach two letters of support.

Attached

Attached

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#### EVENT MANAGEMENT AND INSURANCE

**Describe the event management structure:** (Include people working across areas of administration, finance, operations, public relations and marketing and event sustainability. Describe in 350 words or less.)

## Please describe any significant incidents, safety issues and/or financial losses associated with the prior conduct of this event? (i.e. death, major financial loss, fraud, etc)

#### Does your event currently hold at least \$20 million Public Liability Insurance?

Yes

Any relevant notes if applicable:

No

No

#### **RISK MANAGEMENT**

#### Do you have a risk management plan currently in place for your event?

Yes

Please note: if successful for funding a comprehensive risk management plan consistent with the Australian Standard on risk management will need to be provided as part of your event application.

#### **EVALUATION**

**Measuring the success of the event.** Describe how you will measure the success and the achievement of the event objectives? i.e. questionnaires, surveys, ticket sales, turnstile counts, participant feedback, visitor satisfaction, etc. Ensure your response demonstrates how you will determine economic impact. (Describe in 200 words or less).

#### **SPONSORSHIP REQUEST**

**State the amount of funding being requested.** Funding requests must be between \$5,000 and \$20,000.

CASH | \$

#### **CHECKLIST AND SIGNING**

DEADL	DEADLINE for application is 4pm, 30 October 2020		
	SUBMIT – your application via email.		
	I have attached all letters of support.		
	I have attached pictures of the event from previous years (if applicable).		
	I have attached the Marketing Strategy (if applicable).		
	I have attached an Event Proposal (if applicable).		
	I have attached marketing collateral from last year's event and/or proposed collateral for this year's event (if applicable).		
	ENSURE – your application is submitted in word version or PDF. Power point, JPEG's and MAC compatible will not be accepted.		
	SIGN – please ensure your application is signed. Unsigned applications are not eligible for funding		
	WORD LIMIT – I have not exceeded the word limits where specified.		
	BUDGET – I have submitted a completed Budget Template for the event.		

#### **DECLARATION:**

I, the undersigned, being the

(insert title) of

(insert organisation name), confirm that I have carefully reviewed and considered the responses and the information provided is true and correct in all material respects.

Signed:

Date:

