



REGIONAL EVENTS SPONSORSHIP APPLICATION FORM 2021 – 2022



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

THE CITY OF ALBANY
REGIONAL EVENTS SPONSORSHIP
APPLICATION FORM

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:			

THE CITY OF ALBANY
REGIONAL EVENTS SPONSORSHIP
APPLICATION FORM

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.)

THE CITY OF ALBANY
REGIONAL EVENTS SPONSORSHIP
APPLICATION FORM

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

List and attach two letters of support.

- | | | |
|----|--|----------|
| 1. | | Attached |
| 2. | | Attached |

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 No

Any relevant notes if applicable:

RISK MANAGEMENT

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

Yes No

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.

THE CITY OF ALBANY
REGIONAL EVENTS SPONSORSHIP
APPLICATION FORM

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

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

DEADLINE for application is 4pm, 30 October 2020

THE CITY OF ALBANY
REGIONAL EVENTS SPONSORSHIP
APPLICATION FORM

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: