



# REGIONAL EVENTS SPONSORSHIP

GUIDELINES 2021 - 2022





# INTRODUCTION

The City of Albany's vision is to be Western Australia's most sought after and unique Regional City to live, work and visit. We recognise the important role events play in celebrating the community's diversity and talents, increasing cultural understanding, driving visitation, generating economic benefits and activating our beautiful parks, beaches and public spaces.

## REGIONAL EVENT SPONSORSHIP PROGRAM

**(For events between January 2021 - 30 June 2022)**

The City of Albany's Regional Events Sponsorship program supports the staging of regional major events that can contribute to the delivery of economic benefits for the region. The program offers cash sponsorship. To be considered a regional major event, organisers must demonstrate in their application that the event has the capability to draw a significant number of visitors from the outside of the region.

## ELIGIBILITY CRITERIA

- Your event takes place within the City of Albany municipality
- Your event increases visitor expenditure within the Albany region (economic impact)
- Your event involves and inspires the local community (social benefits)
- Your event attracts media coverage that will help to raise the profile of Albany as a visitor destination (media impact)
- Your event shows signs of continuity and is likely to engage the community in the future (sustainability)
- Your event is free to attend and/or participate in
- Your event is financially sustainable without support from the City of Albany
- Funding requests are between \$5,000 and \$20,000
- Your event is a legal entity with an ABN OR you must provide Statement by Supplier form and incorporation certificate from its auspicing body

## INELIGIBLE APPLICATIONS:

- Events that require the total cost of the event to be covered by City of Albany
- Applications that are received after the submission deadline
- Events that occur outside of the specified date range
- Events already in receipt of any other City of Albany funding for the same event in the same year
- The funding request is for expenditure associated with a past event
- Events that are unable to produce evidence of relevant insurance
- Events that are unable to provide a Risk Management Plan upon request

## THE FOLLOWING WILL NOT BE FUNDED:

- Meetings
- Promotional/business exhibitions
- Expos, conventions and/or trade shows
- Prize money, insurance or legal costs

## 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 applicants	December 2020
Successful Applicants Contract Signing	January 2021
Project and Activity Delivered	January 2021 – 30 June, 2022

## KEY INFORMATION

- Total funding of \$80,000 has been allocated to this program for 2021 – 2022
- Events must be held between 1 January 2021 and 30 June 2022
- Applicants are also encouraged to apply for Tourism WA RES funding. For a copy of the Tourism WA Regional Event Scheme Guidelines, please visit:  
<http://www.tourism.wa.gov.au/Industry/Sponsorship/Event-sponsorship/Pages/Regional-Events-Scheme.aspx>.

## 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 3033 or email [events@albany.wa.gov.au](mailto:events@albany.wa.gov.au)

## GENERAL INFORMATION

- The funding decisions are final and cannot be contested/appealed
- Applications are evaluated against the application criteria by an assessment panel focused on economic development initiatives
- Successful applicants will be invited to present their event concept to the assessment panel
- Funding is competitive and on some occasions, events that sufficiently meet the criteria may only be awarded part or no funding



## EVENT APPROVAL APPLICATIONS

All event organisers who receive event funding through this program must submit an Event Approval Application to the City of Albany. This process aims to facilitate public safety and provide safe, successful and sustainable events.

Through this process, the event organiser will need to provide evidence of meeting relevant insurance requirements and may be requested to provide a Risk Management Plan, a Traffic Management Plan, Site Plans, Run Sheets and other associated documentation.

For more information contact Events Approvals and Project Officer on 6820 3035 or email [eventsapprovals@albany.wa.gov.au](mailto:eventsapprovals@albany.wa.gov.au)

## EVENT AND PERSONNEL DISCLOSURES

The City of Albany requires event organisers to disclose any information regarding their event or key personnel in regards to:

- Criminal proceedings
- Regulatory violations
- Significant litigation

These disclosures must be provided at the same time as your application. If no disclosures are made, and the City of Albany later discovers that there was need for disclosure, it may affect the outcome of your application.





## SPONSORSHIP REQUIREMENTS

Events that receive sponsorship from the City of Albany through the Regional Events Sponsorship program will be expected to provide the following to the City of Albany:

- Recognition as a major partner in your event.
- Where appropriate naming rights to the event/a team/an obstacle in the event.
- At least one month prior to the event, the Mayor (or representative) to be invited to open the event and make a speech and/or Mayor to be invited to present awards at the award ceremony.
- A display stand space for City of Albany to capture visitor information/distribute marketing collateral.
- City of Albany logo to be used in every instance of major logo placement across all marketing.
- City of Albany logo and branding to be displayed on selected locations throughout the event.
- City of Albany brand to be integrated into the event's marketing and public relations campaign (including logo placement, brochure advertising space, media mentions, media releases, website announcements, social media postings).
- A minimum of three sponsor acknowledgement posts, exclusive to the City of Albany, are to be made on the event's social media channels (including one on the event date), tagging the City's social media channels and acknowledging the City of Albany as a major partner.



## HOW TO APPLY

It is advised that applicants discuss their event with the City of Albany's RES Coordinator prior to submitting an application:

**City of Albany Events Team; 6820 3000; [events@albany.wa.gov.au](mailto:events@albany.wa.gov.au)**

All applications must be received by City of Albany before 4.00pm on the closing date via post, email or hand delivery. If lodging by post, applications must be postmarked on or before the closing date.

**Email:** To: [records@albany.wa.gov.au](mailto:records@albany.wa.gov.au); CC: [events@albany.wa.gov.au](mailto:events@albany.wa.gov.au)  
Subject line: City of Albany Regional Events Sponsorship Application - (insert event name).

Emailed applications must be received in full prior to the closing date and time.

**Post:** City of Albany, PO Box 484, ALBANY WA 6331.

Mailed applications must include the application on a thumb drive in Microsoft Word format, printed copy optional.

**Hand deliver:** City of Albany North Road Office, 102 North Road, ALBANY WA 6330

Hand delivered applications must include the application on a thumb drive in Microsoft Word format, printed copy optional.

## REGIONAL EVENT SPONSORSHIP CHECKLIST

I have read all information contained in the Regional Events Sponsorship Guidelines	
I have filled out an application form and have completed each section	
The electronic copy of my application is: <ul style="list-style-type: none"><li>• Microsoft or pdf compatible</li><li>• Equal to or less than 10 megabytes</li><li>• Free from viruses</li></ul>	

It is the responsibility of the applicant to inform City of Albany of any change in the status or circumstances of the application between lodgment, assessment and announcement. Incomplete applications will not be processed. Late submissions will not be accepted.

## TAX INFORMATION FOR APPLICANTS

The City of Albany is registered for GST, ABN 94 717 875.167.

The City of Albany regards sponsorship funding under Regional Events Sponsorship program as payment for supply and normal GST provisions are applicable.

For GST-registered applicants, the GST component will be included in payments made by City of Albany.

For applicants not registered for GST, City of Albany will not reimburse any GST components. Where the applicants do not hold an ABN, City of Albany will be required to withhold 48.5 percent of the amount payable.

Funding will be provided according to the contract conditions negotiated between the City of Albany and the event organiser.