

# City of Kalamunda

## Event Sponsorship & Donations

Guidelines and Application Form



# Overview

The City of Kalamunda is committed to providing the community and its visitors with opportunities to experience and participate in a range of stimulating events and cultural activities. The City's Strategic Community Plan is the catalyst to increasing participation and visitation through events.

One of City's main objectives in its Strategic Community Plan is to provide high quality and age appropriate entertainment for the benefit and happiness of the community. Our Events Strategy aims to position the City as a place to visit and enjoy events - making Kalamunda a destination of choice.

We aim to do this by:

- » Supporting local event organisers - develop a proactive local events community and strengthen local event management capability;
- » Developing and promoting events - position Kalamunda as a destination of choice for events and tourism through effective branding and promotions; and
- » Growing the City as a premier event destination - attract and retain major events and support services in order to generate economic and social benefits.

Please read these Guidelines before applying.

## How to Apply

Read this guide and complete the included form, attaching all relevant documentation to your application.

Note: All questions in the application must be completed to ensure timely assessment and grant payment. Applicants will be notified by email of the outcome and any conditions.



# Closing Date

Applications close **30 June 2021**.

# Partnerships

Event organisers seeking financial support above \$5000, should approach the City directly to discuss partnership opportunities. Partnerships are more specific agreements made under a Memorandum of Understanding (MOU) with a longer-term commitment, and a broader range of significant outcomes to achieve.



# Event Donations

The City's Event Donations program aims to support local organisations and community groups in the running of an event that has a direct benefit to the local community or visitors to the City. The Event Donations program aims to support a wide range of organisations and initiatives, and as such, organisations are assessed on a case by case basis.

Eligible groups must be:

- » Not-for-profit organisations
- » Charitable organisations
- » Community organisations

The key areas in which the City may enter into an event donation agreement include, but are not limited to, the following:

- » Community Welfare
- » Community Arts and Cultural Development
- » Emergency Relief Services
- » Youth and Children's Services

Whilst the City does not seek a direct return in the form of promotional benefits, applicants are encouraged to acknowledge the contribution made by the City where possible.

## Categories

There are three categories and applicants are only eligible to apply for one category each financial year.

- » **\$250** - The event/program will provide a benefit to either a specific group or the wider community. The event/program must be located in the City of Kalamunda and provide some benefit to the local City community.
- » **\$500** - The event/program will provide a direct benefit to a specific group, the local community or visitors to the City. The event/program must be located within the City of Kalamunda.
- » **\$1000** - The event/program will provide a direct benefit to a specific local group, the local community or visitors to the City. The event/program must be located within the City of Kalamunda. Additionally your application must demonstrate how you plan to promote the event/program to increase awareness and participation, and work toward the long-term sustainability of the event/program.

Each application will be assessed on its own individual merit.

Reimbursement for utility charges or recurrent annual or seasonal fees e.g. sporting club / reserve facilities hire will not be considered.

Event applicants requesting a donation via this channel will not be able to also request a CEO donation, sponsorship or waiving of fees.

Please note: If you are applying for a donation, you will not be entitled to a subsequent fee waiver.

# Event Sponsorship

The City of Kalamunda Event Sponsorship Program aims to support organisations and community groups in the running of an event that has a direct benefit to the local community or visitors to the City AND offers positive promotion of the City's brand to its target markets. The event must:

- » Be accessible, free or low-cost.
- » Demonstrate benefit to the wider community or a specific community group targeted.
- » Align with the City's values and objectives as set out in the Strategic Community Plan.
- » Provide promotional opportunities for the City relative to the level of sponsorship package applied for.

Please note: We will not support the payment of wages or salaries through the Event Sponsorship Program

Examples of events that may be supported include but are not limited to:

- » Cultural or community events.
- » Carnivals, festivals or fairs held within the City.
- » Community development and welfare events or programs for specific target groups E.g. Seniors, Youth, Disability Groups.

Each sponsorship request will be assessed on its own individual merit. The Event Sponsorship program is a competitive process with a capped amount available to be awarded each year. Applicants are therefore encouraged to provide as much information as possible on the Event and the expected benefits to the City to enable proper assessment.

Following successful awarding of your sponsorship, you will receive a copy of the City of Kalamunda Branding Guidelines, which sets out the correct use and positioning of the City logo on your materials. You will also receive copies of the City logo in various formats.



# Evaluation of Sponsorships

To gain approval for financial assistance, sponsorship applications should address the following:

- » Background: Details of previous experience with the event or program, historical information (eg, photographs, media coverage etc) or the success of similar previous initiatives. You can include evaluation reports, references and endorsements.
- » Objectives: Outline specific and measurable objectives for the event, including relevant areas such as participation rate, promotional coverage.
- » Target group/s: Detail the target groups for the event or program, including both the participants in the event and the audience who will attend. Estimate the expected or actual number of visitors and participants.
- » Benefits: Demonstrate how the proposed event will provide a tangible benefit to the City, ratepayers and the community, clearly listing all benefits.
- » Time frame and location: State when and where the event will be run. Please note applicants should allow a minimum of three months lead time (from the date of application submission) before an event takes place.
- » Other sponsorship funding: Detail previous support received from the City (if applicable) and list other sponsors already committed to, or applied to, for the event.
- » Management experience: Detail any previous experience in running the proposed event or similar events or programs. Where possible, include profiles of staff involved with the event and relevant experience and resources which will be committed to the successful management of the proposed event.
- » Budget breakdown: Include a breakdown of how City funds will be used. Identify the costs of any special materials and resources (ie: venue, equipment, staffing). Include a payment timetable detailing when the funding would be required.
- » Marketing & Promotion: Clearly identify your advertising and promotional tools and schedule, providing examples of your material such as advertisements, flyers, banners, other signage, social media schedule. Please supply a Communications Plan with your application where possible.
- » Evaluation: State the proposed evaluation tools and how these will be implemented. We will provide a timetable for reporting back to the City in the progress of the event and success toward meeting your objectives. The applicant must provide an Acquittal Report within two months of the event being held.

The final 10% of sponsorship fees will only be released upon submission of a satisfactory Acquittal Report. You will need to complete all sections on the Event Sponsorship Acquittal Report template.

# Additional Details

The City of Kalamunda reserves the right to amend these Guidelines and application terms as required.

Applicants should be aware that the City of Kalamunda is subject to certain legislative and administrative accountability and transparency requirements of the *Local Government Act* and *Freedom of Information Act*, including public disclosure in accordance with the *Public Interest Disclosure Act 2003*.

The City of Kalamunda will treat all information provided by applicants sensitively. Any information contained in, or relating to, an application, including information identified by an applicant as confidential, may be disclosed by the City of Kalamunda:

- » to its employees, advisers or third-parties in order to assess and process an application
- » where information is authorised or permitted by law to be disclosed and/or
- » where the information is already in the public domain.

# More Information

If you require more information to participate in the program please refer to FAQs or contact [events@kalamunda.wa.gov.au](mailto:events@kalamunda.wa.gov.au)



**APPLICATIONS  
CLOSE  
30 JUNE 2021**

# Event Sponsorship & Donation Request Form



Please note: Projects must take place between August 2021 and June 2022.

## ARE YOU APPLYING FOR SPONSORSHIP?

Amounts up to \$5,000 available.

Amount Requested (ex GST)

All sponsorship applications require a supporting Event Proposal.

Applicants requesting this level of support must also provide an Evaluation Report two months after their event is held. The final 10% of sponsorship fees will only be released upon submission of a satisfactory Evaluation Report.

## ARE YOU REQUESTING A DONATION?

Amount requested (Please check one box only)

Up to \$250

Up to \$500

Up to \$1,000

1. What is the legal name of your organisation?

2. Please describe your organisation.

3. Has your organisation ever been known by any other name? Yes No

If so, please list

4. Does your organisation have an Australian Business Number (ABN)? Yes No

If you are not registered for an ABN, you are required to sign an ATO Statement by Supplier Form.

(Please note that if you do not sign the Statement by Supplier Form, 48.5% of your donation shall be withheld as determined by the ATO).

5. What is your ABN?

6. Is your group registered for GST? Yes No

Please note that it is a requirement that an invoice – including GST if applicable be submitted to the City should your sponsorship or donation be successful)

7. Is your organisation incorporated? Yes No

8. Is your organisation not for profit? Yes No

9. What is your organisation's main purpose?

**10.** What year was your organisation established?

**11.** What is the main group that you seek to serve?

**12.** How many volunteers does your organisation have?

**13.** Does your organisation have members?                      Yes      No

If so, how many?

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**14.** Please enter your organisation's details

Street Address

Suburb

State

Postcode

Phone

Organisation email

Website/URL

Postal Address                      Please tick if same as above

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**15.** Key Contact

Title                                      Name

Position / Role

Postal Address

Suburb

State

Postcode

Mobile

Email

(Please note: Delegated authority is to the key contact for the purposes of this funding application and the required acquittal.)

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**16.** What is the name of the event or celebration?

**17.** Please provide details on when, what time and where it will be held



Applicants requesting this level of support must also provide an Acquittal up to two months after the event is held. The final 10% of sponsorship fees will only be released upon submission of a satisfactory Acquittal.

**Referees:** Please provide details of 3 referees whom the City of Kalamunda can speak to about your organisation and this application.

**A. Name**

Address

Organisation

Phone

Email

Position/Role

**B. Name**

Address

Organisation

Phone

Email

Position/Role

**C. Name**

Address

Organisation

Phone

Email

Position/Role

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**26. Proposed budget for this application:**

Budget Summary

Request from City of Kalamunda

Your organisation's contribution

Other contributions

1.

2.

3.

4.

5.

6.

Total: \$

List items which will be covered by proposed City funding. Please see funding criteria for guidance.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Amount Requested: \$

**27. Supporting Documentation**

Event Application	Event Management Plan	Event Program
Communications Plan	Public Liability Insurance	Quotes

Please note: Successful sponsorship applications must also provide an acquittal up to two months after the event/project is held. The final 10% of sponsorship fees will only be released upon submission of a satisfactory acquittal.

**Statutory Declaration:**

I, the Event Applicant, certify the information provided in the Event Sponsorship and Donation Request is correct and agree to abide by the conditions outlined in the application guidelines.

I understand that a person who intentionally makes a false statement in a statutory declaration is guilty of an offence under Section 11 of the Statutory Declarations Act 1959.

Name

Position

Title

Signature

Date:

Please provide details of your organisations main operating account by completing the City's Supplier Detail Form

Please email completed form to: [events@kalamunda.wa.gov.au](mailto:events@kalamunda.wa.gov.au)

OFFICE USE ONLY				
Application Received:	/ / 20	Application Assessed:	/ / 20	KAL officer initials