

Service 6: Event Sponsorship and Donations

1. Purpose

The purpose of this policy is to provide an assessment framework for event sponsorship applications and donation requests made to Council.

Council will consider sponsorship of organisations and individuals to hold events in the City that reflect the eligibility criteria in the *Kalamunda Events Strategy: Making Kalamunda a Destination of Choice 2014-2018*.

This policy aims to ensure the Council can fairly assess applications for sponsorship, donations and in-kind support, against criteria that ensures mutually beneficial, pre-determined community outcomes.

This document applies to events and activities held in the City of Kalamunda only.

2. Policy Statement

The City of Kalamunda is an active supporter of community events.

We aim to provide our people with enjoyment and actively engage in innovative ways. Supporting a wide range of events will enhance liveability and the City's reputation as a destination of choice.

3. Principles

- 3.1 Council will consider sponsorship of organisations and individuals to hold events in the City that meet the Kalamunda Events Strategy: Making Kalamunda a Destination of Choice 2014-2018, eligibility criteria.
- 3.2 Event sponsorships and donations requests should demonstrate how they contribute to building capacity for community groups to achieve a position of longer-term self-sufficiency.
- 3.3 Support may range from in-kind, to seed funding, up to substantial support for event delivery. Applications for financial support can only be made once a year.
- 3.4 Applications with requests for a donation or waiving of fees must be received at least three months prior to the event.
- 3.5 Sponsorship requests can be made at any time during the year but will only be considered in relation to the annual budget cycle.
- 3.6 Applications for Sponsorship must be submitted each year by March 30 for the following financial year. Specific donation amounts and sponsorship packages available are predetermined. Sponsorship differs from a Partnership.

4. Partnerships

Partnerships are specific agreements made under a Memorandum of Understanding (MOU) with a longer-term commitment, and a broader range of significant outcomes to achieve, in collaboration with an external stakeholder. Partnerships are not governed by this policy.

5. Sponsorships

- 5.1 Sponsorships specifically relate to covering some of the costs associated with an event program in exchange for a level of recognition.
- 5.2 All sponsorship activity should:
- meet the Kalamunda Events Strategy objectives;
 - provide positive exposure for the City's brand image locally and regionally;
 - meet mutually beneficial, reciprocal business benefits outlined in the application criteria, to provide adequate return on investment for the City;
 - show potential toward sustainability with the development of viable long-term relationships and community outcomes; and
 - enhance a strong sense of community to benefit residents and attract visitors.
- 5.3 An event or activity must:
- be accessible, free or low-cost;
 - demonstrate benefit to the wider community or a specifically targeted community group;
 - align with the City's values and objectives as set out in the Kalamunda Events Strategy: Making Kalamunda a Destination of Choice 2014-2018; and
 - provide promotional opportunities for the City relative to the level of sponsorship package.
- 5.4 Examples of events that may be supported include, but are not limited to:
- cultural or community events;
 - sporting or recreation events;
 - carnivals, festivals or fairs held within the City; and
 - community development and welfare events or programs for specific target groups, for example Seniors, Youth, Disability Groups.
- 5.5 Categories of Donation and Sponsorship

Applicants may apply for one category of monetary support each financial year at the following levels. The Event Sponsorship and Donations budget only allows for approval of applications to a maximum monetary value.

Donation/ Waiving of Fees	Sponsorship
Up to \$250	Bronze (up to \$5,000)
Up to \$500	Silver (up to \$10,000)
Up to \$1,000	Gold (up to \$15,000)
	Platinum (up to \$20,000)

5.6 Eligibility

To be eligible to apply an organisation must be registered within the City of Kalamunda and provide a service/activity primarily for residents of Kalamunda.

5.7 Exclusions

Council will not provide sponsorship to any event, activity or organisation where, in the view of the Council, the proposal:

- (a) does not meet with the Council's expectations of contributing to a just, fair and equitable society; and
- (b) the City's values in general or where activities; or
- (c) other sponsors are engaged in the promotion of tobacco, alcohol (see Clause 6.3 below), fire arms, politics, specific religious doctrines or for-profit activities.

5.8 Organisations which have previously received sponsorship but have either not completed their sponsorship reporting or have failed to provide an adequate outcomes report will not be eligible.

5.9 Events where alcohol is served responsibly as part of your event e.g. wine tasting, stakeholder cocktail party, are permitted and will be reviewed on a case-by-case basis:

- (a) Low strength alcohol and non-alcoholic choices must also be available where alcohol is available at the event.
- (b) Activities or promotions that encourage rapid consumption of alcohol (e.g. discounted drink prices, happy hours, drinking competitions) will not be supported.

5.10 Organisations are also ineligible for donations and event sponsorship if the application is for:

- (a) an organisation that has previously submitted, and been successful, with an application for sponsorship, contribution or donation within the same financial year;
- (b) an event that has already occurred or will occur during the application assessment timeframe;
- (c) the total cost of the event;
- (d) general business operating expenses;
- (e) costs already being covered by another sponsor or government body. Evidence of other sponsorships e.g. Healthway, Lotterywest or private companies, are to be stated within your application

5.11 The City will assess the risk of any co-sponsorship arrangement(s) which may undermine City objectives.

Status	Council Requirement		
Related Local Law	N/A		
Related Council Policies	N/A		
Relevant Delegation	N/A		
Related Internal Procedures	Community Engagement Strategy Community Funding Procedures		
Related Budget Schedule	N/A		
Legislation	<i>Local Government Act 1995</i>		
Notes and Conditions	This policy replaces: ART3 Festivals and other High Profile Community Events COMR14 Private sponsorship of Council Events		
Authority	Council		
Adopted	27 August 2019	Next Review Date	27 August 2021