



CITY OF VINCENT

EVENT SPONSORSHIP 2024 - 2025

Guidelines and Criteria



The City sees events as an essential part of creating cultural opportunities that make Vincent a lively and connected place for people to enjoy. Events activate town centres and sustain artists and the creative economy.

Applications are encouraged for sponsorship funding for a variety of events such as art events, family-friendly festivals, concerts, food markets and community and cultural celebrations.

Important Dates

- Applications open Monday 29 January
- Applications close 4pm Friday 15 March
- Applications approved by Council – Tuesday 28 May
- Applicants notified of outcome – Wednesday 29 May
- Your event takes place between 1 July 2024 – 30 June 2025

Eligible

Sponsorship is available for:

- Established commercial businesses and incorporated community groups
- Applicants with appropriate insurances and licences (public liability, product liability, general property, and workers compensation)
- Events that are free to attend and are within a public place in the City's **boundary**
- Events held between 1 July 2024 and 30 June 2025
- Events that demonstrate alignment to all criteria within these guidelines

Not Eligible

Sponsorship is not available for:

- Applicants without an Australian Business Number
- Schools, P&C associations, political or religious groups
- Events that have commenced or begun promotion. The City cannot sponsor retrospectively
- Purchases of capital equipment, insurances, ongoing and recurring staff salaries, including consultant fees
- Applicants with outstanding debt to the City



Funding

Applicants may apply for sponsorship up to \$40,000. The City will not fund more than half the total cost of the event. Funding will be allocated based on the size and category of the event as per the table below.

Applications will also be assessed in comparison to other applications received to ensure delivery of a diverse event program for the year.

Funding is available for:

- Traffic management
- Staging equipment, audio visual, structures and toilets
- Performers, entertainers and activities
- Art activations
- Marketing and promotion

Event Category	Event Examples	Sponsorship Amounts	Crowds	Scoring based on alignment to the criteria. Each criteria will be rated out of 5
Small events	Community events, Neon Picnic, Footyville	\$5,000 – \$10,000	1,000 – 5,000	A score of at least 50/55
Medium events	Halloween, Arty Farty Christmas Party	\$10,000 – \$20,000	5,000 – 10,000	A score of at least 44/55
Large events	Street festivals, Pride Fairday, St Patricks Day	\$20,000 – \$40,000	10,000+	A score of at least 40/55

In-kind Support

The City may be able to provide the following as in-kind support

- Accessibility and sustainability guidance
- Advice about Welcome to Country or Acknowledgment of Country
- Additional marketing and promotion
- Waste and recycling services
- Ranger services
- Hire of parks, facilities and use of carparks

Sponsorship Agreements

Successful applicants will enter into a written agreement with the City to manage the partnership and outline key responsibilities for both parties. The City will be under no obligation to provide sponsorship until both parties have executed the agreement.

Acquittal Process

An event acquittal is to be submitted by the applicant no later than 60 days after the event.

Welcome to and Acknowledgment of Country

An Acknowledgment or Welcome to Country is to be given at all events receiving sponsorship from the City.

Accessibility

The applicant should make every effort to create an event that is accessible for people with disability and the LGBTIQ+ and culturally and linguistically diverse communities.

Helpful Links

- [Department of Health Guidelines for concerts, events and organised gatherings](#)
- [Strategic Community Plan](#)
- [Town Centre Place Plans](#)

How to Apply

Click [here](#) to apply. Applications close 4pm, Friday 15 March.

Canvassing of Elected Members

Canvassing or lobbying to the Mayor, Councillors or City of Vincent employees in relation to any sponsorship application will result in the application being ineligible for sponsorship.

Contact us

Community and Civic Events Officer
mail@vincent.wa.gov.au or 9273 6000