



See Subiaco Event Sponsorship / Partnerships Guideline

Community vision

In 2030 the City of Subiaco is a unique, popular and welcoming place. The city celebrates its rich history, while embracing the diversity and vitality of the present. The parks, public spaces, events and recreational opportunities are easily accessible and promote a healthy and happy lifestyle for all. There is a diverse range of local businesses and entertainment that contribute to a lively atmosphere. The city faces the challenges of the future with strong leadership, an innovative approach and an emphasis on community values and voices. Sustainability, in all its forms, is at the core of the community and underpins the city's operations.

Sponsorship overview

Sponsorship of events in the City of Subiaco for its destination brand, See Subiaco, is focussed on shining a spotlight on Subiaco as a vibrant and diverse entertainment, event and leisure centre. It aims to assist producers in the staging of events throughout Subiaco, highlight the benefits of living, working and playing in Subiaco and contribute to the city's vibrancy and diversity. Through the event sponsorship program, the city partners with the community and local businesses to further the actions, strategic directions and vision of the city's [Strategic Community Plan](#).

The program has two annual sponsorship rounds to a maximum value of \$15,000 per event and a year-round quick fire funding for events and activities for between \$1,000 - \$2,000.

The success of an application is determined by its merits against the evaluation criteria and in competition with other submissions.

Opening and closing Dates

- Applications for events taking place between 1 January – 30 June will open 1 August and close 15 September (maximum sponsorship benefit of \$15,000).
- Applications for events taking place between 1 July – 31 December will open 1 February and close 15 March (maximum sponsorship benefit of \$15,000).
- Quick Fire funding is for a maximum partnership benefit of \$2,000 and is due 45 days before an event.

Eligibility

To be eligible for event sponsorship / partnership the event must:

- Take place within the [City of Subiaco's boundaries](#).

- Be free to attend or have significant economic benefits to City of Subiaco business communities and residents.
- Have widespread appeal and be likely to attract a significant number of attendees.
- Be financially sustainable without support from the City of Subiaco.
- Be a legal entity, with an ABN.

Upon approval of sponsorship, the organisation must maintain public liability insurance of not less than \$20 million on terms acceptable to City of Subiaco and provide a certificate of currency.

The Event sponsorship program will not support:

- Community development grants in arts and culture. Please see our [Community Development grants](#).
- Community Partnerships with arts, educational and community service sectors. Please see the city's [Community Partnerships program](#).
- Prize money, awards, travel, accommodation, feasibility or capital expenditure.
- Applications from individuals, City of Subiaco employees, political or religious organisations.
- Events that have a political or religious purpose, or that denigrate, exclude or offend parts of the community
- Events that are already receiving support through another City of Subiaco program.

Incomplete applications will not be considered.

Assessment Process

The city's officers will conduct a weighted panel assessment of each sponsorship application and present a report to the CEO to ensure applications are consistent with council approved policy, criteria and monetary limits. The CEO's report will be reviewed by the city's Economic and Business Sustainability Advisory Committee (EBSAC) for consideration and recommendation to council.

We will ensure that the grant processes are transparent and fair. Applications are assessed objectively against the funding priorities listed in the Event Sponsorship / Partnerships Guideline. All conflicts of interests are addressed and declared as part of this process.

Approval of a grant or sponsorship does not imply that the city has given any other consent. Applicants should note that many festivals and events require approvals and consents from the city (parks, infrastructure, building and health), Main Roads, Department of Racing, Gaming and Liquor and other state government agencies.

Funding Priorities

The City of Subiaco's Event Sponsorship program encourages events, festivals and activities that support local businesses and contribute to a range of community initiatives.. Our direction and strategy is determined by the City of Subiaco's [Economic Development Strategy](#) which recognises that events and festivals make a significant contribution to the vibrancy, diversity, cultural and social life of a city.

Priorities will be given to events, festivals and celebrations that are in line with the following objectives:

- **Increased number of local businesses participating in events.**

The city supports the production of events that reflect the people and place of Subiaco. By working with the local business community, we develop their capacity while also making sure events reflect the character, needs and aspirations of our community. Local business participation may include a curated area of your event, invitation to participate in creative workshops, as community sponsors or in marketing promotions leading up to your event.

- **Increased foot traffic and visitors to the city centre connected with the event or activity.**

See Subiaco provides backing for events which broadens awareness of offerings in the local area and attracts visitation to Subiaco. Priority will be given to events or activities which profile Subiaco to a wider audience as a desirable destination.

- **Opportunities for new audiences to connect with or engage with the See Subiaco brand.**

See Subiaco is the destination branding for the City of Subiaco, managed by place development team. The key focus of See Subiaco is to be a platform for marketing Subiaco as a vibrant, culturally rich destination to live, work and visit. Opportunities to advertise, promote and recognise the See Subiaco brand across media, advertising and social platforms will be assessed under this funding priority.

- **Events or activities that aligns with or compliments Subiaco's unique characteristics and offerings**

Funding priority will be granted to events which increase visibility and understanding of the history, stories and character of the city and its neighbourhoods through the See Subiaco brand. Festivals and events that celebrate the spirit of Subiaco, engages with the community and builds opportunities to share its cultural characteristics with a wider public.

- **Activating spaces and developing new initiatives in Subiaco neighbourhoods.**

Development of new and diverse events and activations that support Subiaco's many neighbourhoods and appeal to a broad audience. Activating underutilised spaces and encouraging innovated uses for public space.

Quick Fire Funding

Quick fire funding supports a range of smaller-scale initiatives that support the city's funding priorities. Quick Fire funding is for a maximum partnership benefit of \$2000 and is due 45 days before an event.

Quick fire funding is assessed by a panel with a minimum of three officers who may recommend full, partial or no funding. We will ensure that grant processes are transparent and fair. Applications are assessed objectively against the assessment criteria listed in the Event Sponsorship / Partnerships Guideline. All conflicts of interests are addressed and declared as part of this process.

Questions

We would welcome the opportunity to discuss your application with us prior to your submission. The Place Development team are happy to assist event producers with queries relating to the event sponsorship and partnerships application.

You can reach us on place@subiaco.wa.gov.au or on 9237 9222.

Information on Organising a Public Event

All events need to meet the requirements set out in the Sponsorship guidelines, approvals must be obtained from relevant branches of the city to [host a public event](#) (PDF 5.1MB), and comply with the city's [Disability Access and Inclusion Plan 2017 – 2022](#) (PDF, 5.1MB).”

For information on how to organise a public event in Subiaco, please refer to the [city's website](#). By submitting this application, you acknowledge you will need to provide the required documents and associated fees to the City of Subiaco (where necessary). You will also need to provide a public liability certificate of currency to a value of \$20,000,000 noting the City of Subiaco for its rights and interests.