



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

The City of Subiaco's destination brand, See Subiaco, manages a diverse calendar of marketing campaigns and events with the objective to position Subiaco as a favourable destination to visit, stay, play and spend. The See Subiaco event sponsorship program is designed to support the delivery of events that add vibrancy to Subiaco and assist in establishing the City as a destination of choice.

The program has two annual sponsorship rounds offering up to a maximum value of \$15,000 per event and year-round quick fire funding offering up to a maximum value of \$2,000. All applications will be assessed on their ability to successfully and adequately address each section of the evaluation criteria provided. Applications will also be assessed in comparison to other applications that are received in each round of funding available.

Application 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 per event)
- Applications for events taking place between 1 July – 31 December will open 31 January and close 14 March (maximum sponsorship benefit of \$15,000 per event)
- Quick fire funding is for a sponsorship benefit between \$1,000 to \$2,000 per event and is available at least 45 days before an event

Applicants for the two annual rounds will be contacted to confirm the outcome of their application within two months of the application round closing.

Applicants for the quick fire funding will be contacted to confirm the outcome of their application within two weeks of their submission.

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
- Already have or be willing to attain public liability insurance of not less than \$20 million
- Events that have previously completed a See Subiaco event sponsorship and were successfully acquitted may apply for a multi-year partnership

See Subiaco event sponsorship program will not support:

- Community development grants in arts and culture. Please see [Community Development Grants](#)
- Community Partnerships with arts, educational and community service sectors. Please see [Community partnerships](#)
- 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
- Events where the primary focus is fundraising
- Retrospective funding

Canvassing of City of Subiaco elected members or employees in relation to your sponsorship application will result in an ineligible application.

Assessment process

City 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 City will ensure that the assessment processes is 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.

Successful applicants will be required to attend a meeting to discuss the sponsorship in further detail and a formal sponsorship agreement will be signed. 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.

Funding priorities

The City of Subiaco's Event Sponsorship program encourages events and festivals 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:

- **Include local business participation and drive economic benefit in the area**

The City supports the production of events that encourage local business participation and drive economic spending within the area. Local business participation may include;

- an invitation to participate in the event;
- sponsorship opportunities;
- supply of venue or space; and
- marketing / promotions leading up to your event

- **Increase foot traffic and visitors to the city centre**

The City provides funding to events that increase visitation to the town centre and broadens awareness of offerings in the local area. Priority will be given to events/ activities that encourages patrons to visit, stay, play and spend in the City prior to or after the event.

- **Generates positive sentiment for Subiaco as a destination**

The City seeks opportunities that attracts positive media attention and sentiment that helps promote Subiaco as an exciting destination to visit and explore. Marketing and media exposure will be assessed under this funding priority. These may include; acknowledgements of support, logo inclusions in marketing collateral, prize giveaways, and/or provision for a branded activation at the event.

- **Accountable applicant**

The City favours applications that can provide evidence of event delivery. Evidence should include a brief summary of previous events delivered and budget outline that contains information on other funding streams, if applicable.

Events that have previously been successful for See Subiaco event sponsorship include:

- UnWined Subiaco
- Bonjour Perth
- The Ring Super Crit, Subiaco
- Perth Festival
- Subilicious
- Perth Comedy Festival
- Subiaco Wellness Festival

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 \$2,000 per event and is available at least 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.

Event evaluation

Once the event has concluded, successful applicants are required to complete an acquittal form with supporting evidence such as survey data and marketing performance. This form is to be submitted to the City within one month after the closure of the event. The City will review the acquittal and will contact the applicant if further information is required. A copy of the acquittal form can be found here [add link].

Questions

For information on how to organise a public event in Subiaco, please refer to the City's [Organising a public event](#) webpage.

The City welcomes the opportunity to discuss your application with us prior to your submission. Please contact See Subiaco via place@subiaco.wa.gov.au or on 9237 9222.

Terms and Conditions

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 permits from the City of Subiaco, Main Roads WA, Department of Racing, Gaming and Liquor and other state government agencies.

By submitting this application, you acknowledge you will need to provide the required documents and associated fees to the City of Subiaco and other applicable state government agencies. Applicants should also read and comply with the City's [Disability Access and Inclusion Plan](#).

Event organisers are required to comply with COVID-19 directions and guidelines as provided by the Department of Health WA.