

# POLICY: EXEC-CEO-006

## EVENT SPONSORSHIP

### PURPOSE

This policy provides guidance in the application of sponsorship and aims to achieve best practice for sponsoring a variety of events or projects that; increase economic advantage, celebrate, develop and engaged the community and raise the profile of the City of Kalgoorlie-Boulder. This includes major sport and recreation events that fall under the scope of the agreement between the City of Kalgoorlie Boulder and Sports Marketing Australia.

### DEFINITIONS

**SMA Sports Marketing Australia** is an incorporated national organisation which partners with local governments to place major sporting and entertainment events in regional Australia.

**CEO** The Chief Executive Officer

**Sponsor** is an organisation or individual providing resources in return for specific benefits.

**Sponsorship** is a contract where The City of Kalgoorlie Boulder provides financial and/or in kind support for an event or project.

**The City** refers to the Local Government Area, The City of Kalgoorlie-Boulder.

### STATEMENT

The City of Kalgoorlie-Boulder is regularly approached to sponsor events and projects and recognises the importance of the role projects and events play in contributing to the vitality of the City, the activation of spaces, our sense of community and well-being, and increased economic advantage.

#### Principles

Applications requesting sponsorship are open all year round and are not subject to application rounds although are subject to funding availability.

As well as providing financial support, in-kind support may be offered where deemed applicable upon assessment. This may include although is not limited to assistance with event specific requirements.

Events and projects supported by the Sponsorship Program should have a direct and

positive impact on the City, the community and businesses operating in the Council area by one or more of the following:

- celebrate, develop and engaged the community;
- activate City precincts;
- strengthen business and cultural connections;
- promote and encourage investment opportunity in the City; and
- encourage visitation and economic impact both immediate and ongoing.

It is not the intent of the Sponsorship Program to fund events into perpetuity. It is a requirement that all events demonstrate how they will make efforts to develop a sustainability plan to ensure the ongoing viability of the event without ongoing financial support from the City.

Preference will be given to events or projects that:

- Provide free entrance;
- That have not previously applied or received sponsorship for less than three consecutive years; and
- Are predicted to deliver a significant economic impact to the City.

The applicant must provide adequate assurances that they can deliver the event. This proof of capacity may be (but is not limited to) any of the following:

- History of previous dealings with the City of Kalgoorlie-Boulder;
- Evidence of support from governing body;
- Evidence of funding from other sources; and
- Evidence of the capacity of the organising committee to manage, present and market the event.

## CATEGORIES

Sponsorship consists of three categories; Partnerships, Sponsorship, Quick Response.

These categories are all designed to maximise the benefit of diverse applications and are all assessed upon their ability to meet outcomes aligned with the sponsorship programs eligibility.

Table 1

Category	Amount	Approval	Definition
<b>Partnership</b>	\$10,001+	Council	Large scaled high profile events
<b>Sponsorship</b>	\$2001 - \$10,000	CEO	New or established events that: <ul style="list-style-type: none"> <li>• attract a significant amount of visitors to the City;</li> <li>• generate a high volumes of community participation; or</li> <li>• have a direct and positive impact on the City</li> </ul>
<b>Quick Response</b>	\$0 - \$2000	CEO	Small-scale, time sensitive or unforeseen projects and events that have a positive impact on the City or contribute to our sense of community.

## CRITERIA:

The following criteria is used to assess applications in a clear and transparent manner.

### Eligible

#### To be eligible the event or project must demonstrate that:

- The event or project will take place within the City or directly promote the City;
- The total value of the event or project exceeds the value of sponsorship;
- The applicant is a legal entity or auspice by a legal entity; and
- The event or project aligns with one or more of the Sponsorship principles outlined in this policy.

## **Ineligible**

### **The sponsorship program will not support:**

- Individuals;
- Organisations or groups that are unincorporated;
- Private functions;
- Political parties, lobby groups or religious groups;
- Organisations raising funds on behalf of another group which is itself a recipient of financial assistance from Council or is a federal or state government funded initiative;
- Projects or organisations who have not satisfactorily acquitted previous City sponsorships or grant funds;
- Applicants who have not fulfilled previous sponsorship obligations; and
- Applications where the funds are to be used entirely for the costs associated with running an organisation (for example salaries and rent).

## **RECOGNITION OF THE CITY AS A SPONSOR**

The applicant must detail how they will promote and recognise the support of the City. This may be (but not limited to) any of the following:

- Signage at the event;
- Inclusion of the City of Kalgoorlie-Boulder logo in press advertising or any promotional material;
- Acknowledgement of the City of Kalgoorlie-Boulder in radio or television advertising;
- Opportunities for the Mayor or their representative to open the event or make a presentation; and
- Any tickets provided to the City by event organisers are required to be distributed to the Office of the Chief Executive Officer.

## **ASSESSMENT PROCESS:**

Applications for the Sponsorship Program are administered through the Office of the Chief Executive Officer and assessments are undertaken throughout the year with available funding distributed across the financial year.

Application may be declined due to sponsorship funds having been depleted or applicants not meeting the sponsorship principles or eligibility criteria.

Sponsorship approval will be determined by:

- Applicants meeting the Sponsorship Eligibility Criteria;
- Evidence of the event or projects ability to deliver outcomes;
- Assessment of the event or projects alignment to the Sponsorship principles;
- Alignments with the City's Strategic Community Plan and Disability Inclusion Plan;
- The predicted level of economic benefit to the City;
- The event or projects sustainability potential; and
- The City's financial capacity.

The City and Council reserve the right to not support applications. Canvassing of Councillors may disqualify applications.

**Relevant Documents:**

Sponsorship Program Application

Sponsorship Program Guidelines

Sponsorship Program Acquittal

The City of Kalgoorlie-Boulders Strategic Community Plan

The City of Kalgoorlie-Boulders Disability Inclusion Plan

**RELEVANT DOCUMENTS**