



City of Kalgoorlie-Boulder

# EVENT SPONSORSHIP GUIDELINES

## Contents

Sponsorship Categories.....	3
Who can apply? .....	3
What will not be funded?.....	4
Application process.....	4
Assessment .....	4
Notification and Payment.....	5
Reporting and Acquittals.....	5

The City recognises the important role community and business play in the delivery of projects that contribute to a vibrant and sustainable city and welcomes proposals that:

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

The purpose of the City's Event Sponsorship Program is to position Kalgoorlie-Boulder as a significant event destination in partnership with community organisations and businesses that make a significant contribution to the quality of life in the City and positively impact the local economy.

## Sponsorship Categories

Category	Amount	Application to be lodged at City
Partnerships	\$10,001 +	Two months prior to event
Sponsorship	\$2001 - \$10,000	One month prior to event
Quick Response	\$0 - \$2000	Separate application for small-scale or time sensitive projects and events

**Partnerships** are requests for sponsorship that are over \$10,000 and are the highest category of event sponsorship targeting large scale, high profile events that have a significant positive economic impact on Kalgoorlie-Boulder. All Partnership requests require a written report to be presented to council for assessment at the next appropriate Ordinary Council Meeting. The council report is compiled by The City of Kalgoorlie-Boulder after the initial assessment of the application.

**Sponsorship** applications of between \$2001 and \$10,000 are required to be submitted one month prior to the event or project date. This category of sponsorship caters for new or established events that attract a significant amount of visitors to the City, generate high volumes of community participation and have a direct and positive impact on the City.

**Quick Response** sponsorship makes funding accessible for small scale projects and events that build and reinforce the unique and positive attributes of the City and activate unutilised spaces within both of the Kalgoorlie and Boulder Central Business districts. This category encourages business and community involvement in events and activities.

### Who can apply?

- Incorporated Not for Profit or charitable organisations;
- Organisations or projects sponsored under the auspices of a not-for-profit organisation;
- Events or projects that are covered by a current Public Liability Insurance Policy to the value of \$10 million
- Events or projects that are open to the general public;
- Businesses who are utilising the Quick Response sponsorship in collaboration with others to activate designated areas; and
- Applications demonstrating evidence of meeting defined City of Kalgoorlie-Boulders Community Strategic Outcomes.

## What will not be funded?

- Applications that do not comply with eligibility criteria within the Event Sponsorship Policy EXEC-CEO-006;
- Those contravening an existing City of Kalgoorlie-Boulder Policy or Operating Guidelines;
- Ticketed events or events that are not open to the general public;
- Duplicating an existing Event/Festival operating within the City;
- Past funding recipients with outstanding debts or unacquitted funding;
- The total cost of the event or project;
- Capital Expenditure and general business operating expenses;
- Organisations that have previously received sponsorship from the City within the same financial year; and
- Applications that are received in retrospect.

\*The City will only consider sponsorship agreements with the event/project located outside the City if the sponsorship provides clear benefits to the residents of the City and/or an opportunity to market the City to a relevant target market outside of the City's boundaries.

## Application process

Applications for sponsorship will be considered on an ongoing basis and need to be completed in full, with Partnership and Sponsorship category applications to include a project budget outlining the expected income and expenditure and all required supporting documentation.

If you have received funding from the City within the past 12 months, it is a requirement that you submit an acquittal for these funds before applying for new or additional funding.

Applications are available from the City of Kalgoorlie-Boulder Economy and Growth Department or on the City of Kalgoorlie-Boulder website [www.ckb.wa.gov.au](http://www.ckb.wa.gov.au)

## Assessment

Once submitted, all applications from organisations will be prioritised for evaluation according to the sponsorship eligibility criteria, alignment with the City's Community Strategic Plan and available funding.

Sponsorship applications will be assessed by the CEO and presented to council accordingly.

The Sponsorship Program is highly competitive and the City of Kalgoorlie-Boulder receives more funding applications than financially viable. The success of an application is determined by its merits and in competition with other submissions under the same category.

The City of Kalgoorlie-Boulder reserves the right to request further information whilst considering any application, as well as the right to reject any application that does not meet the criteria.

## **Notification and Payment**

All applicants will be notified in writing of the outcome of their application. For applications over \$10,000 all decisions made by Council are not negotiable.

Prior to payment all successful applicants will be required to:

- Provide City of Kalgoorlie-Boulder with a copy of the organisation's Public Liability Insurance "Certificate of Currency" (minimum \$20 million); and
- Provide the City a tax compliant invoice for the agreed amount of funding excluding GST.

## **Reporting and Acquittals**

Recipients are required to complete the acquittal form supplied by the City. Applications that are over \$2000 are to complete a detailed income and expenditure report located in the financial section of the acquittal document and provide a copy of all expenditure receipts. The acquittal is due within four weeks of the completion of the event or project.

Notification in writing will be sent to the applicant upon acceptance of the acquittal, however the City may seek clarification and further information about the event/project before confirming the appropriate acquittal of funds.



**City of Kalgoorlie-Boulder**

577 Hannan Street, Kalgoorlie WA 6430  
PO Box 2042 Boulder, WA 6432

T: (08) 9021 9600

E: [mailbag@ckb.wa.gov.au](mailto:mailbag@ckb.wa.gov.au)

[www.ckb.wa.gov.au](http://www.ckb.wa.gov.au)

*This information is available in alternative formats upon request, please contact us for assistance.*

