



# MAJOR EVENTS SPONSORSHIP AND ATTRACTION PROGRAM GUIDELINES

The City of Karratha invites applications for large scale, regional events to be held in City of Karratha.

Regional events are significant to their location and its community, provide good economic returns and are able to boost the profile of the region. These events attract local, intrastate and interstate visitors, must generate local media and have the ability to generate state and national media coverage

Major events can positively impact the local economy and provide wellbeing, lifestyle and cultural benefits to local residents and visitors. Specifically, the Program seeks to:

1. Contribute to Council's vision to be "Australia's most liveable regional City".
2. Maximise the economic, media and social value of major events.
3. Provide a coherent framework for City investment in supporting and growing major events.
4. Encourage events and activities that have a regional focus.

## **APPLICATION PROCESS**

1. Make contact with City of Karratha (a minimum of 8 months prior to proposed event date)  
Contact: Economic Development team  
Phone: 08 9186 8555  
Email: [citygrowth@karratha.wa.gov.au](mailto:citygrowth@karratha.wa.gov.au)
2. After discussing your event with City of Karratha, please provide a document with key event information. Must include a minimum of:
  - a. Event description (100 words maximum)
  - b. Detailed budget
  - c. Expected attendance numbers and attendee locations (local, intrastate or interstate)
  - d. Marketing plan
3. The City of Karratha will undertake a pre-assessment. *Proposals that are not deemed suitable will not progress.*
4. Applicants successful from the pre-assessment will submit a detailed event proposal outlining the event and how it best fits the below criteria. A template will be provided and letters of support are encouraged
5. City of Karratha will provide one final draft review ensuring the applicant has addressed the criteria so a fair assessment can be conducted
6. The independent panel will sit to assess the application. A recommendation will be put forward for Council endorsement
7. The applicant will receive a letter in writing stipulating the outcome of assessment. *Decisions regarding funding applications are final and will not be reconsidered*

## **WHAT WILL BE FUNDED?**

Large scale events that meet the policy objectives. This includes but is not limited to:

1. Sporting events, including championships and exhibition or demonstration matches
2. Cultural events showcasing local and external cultural influences through performance, exhibition or workshop
3. Regional shows, festivals and fairs
4. Festivals showcasing regional produce and industry
5. The meetings industry, including conferences, seminars and regional meetings

The event organiser is responsible for complying with all applicable legislative requirements specific to the event and will be required to maintain a minimum of \$10 million Public Liability Insurance to cover the event. The City of Karratha will not be responsible for handling any complaints or issues that arise from the public, suppliers or others in relation to the staging and promotion of the event.

### **WHAT WILL NOT BE FUNDED?**

Applications ineligible for funding through the program include:

- Those undertaking canvassing or lobbying of Councillors or employees of the City of Karratha in relation to their sponsorship request during the application and assessment period;
- Those that do not meet the identified priorities of the City as detailed in the City of Karratha Strategic Community Plan 2016 - 2026;
- Events/festivals occurring outside the City of Karratha boundary;
- Those with an ineffective management structure to manage financial and accounting requirements;
- Those duplicating an existing event/festival operating in the City;
- Events/festivals that denigrate or exclude any groups in the community;
- Events/festivals that have safety and/or environmental hazards;
- Past funding recipients with outstanding debts to the City of Karratha and/or incomplete reporting on previous funding;
- Funding requests for reimbursement of funds already spent;

*Ineligible applications will not advance to the assessment stage and applicants will be notified.*

### **WHEN CAN YOU APPLY?**

1. The Major Event Sponsorship and Attraction Program is open year-round
2. Contact should be made with the City of Karratha Economic Development team a minimum of 8 months prior to the proposed event date

### **HOW MUCH CAN YOU APPLY FOR?**

Eligible applicants can apply for funding to support the direct costs associated with delivering the event. The amount of funding sought should depend on:

1. Size of the event
2. Number of years for which the event is due to run
3. Range of event elements
4. Anticipated number of event attendees

### **ASSESSMENT CRITERIA**

Applications will be assessed as they are received against the following criteria:

- Strategic alignment
- Economic Impact
- Community/ Social Impact
- Environmental Impact
- Media/ Promotion Impact
- Risk Profile

Proposals must address the below Assessment Criteria which will be evaluated using the scoring methodology outlined below.

<b>Assessment Criteria</b>	<b>Description</b>	<b>Weighting</b>
1.Strategic Alignment	<u><i>Contribution to Council's Vision and Strategic Themes</i></u>  1. Describe how the event contributes to the City of Karratha's vision to be Australia's most liveable regional City.	Mandatory Yes / No
2.Economic Impact	<u><i>Contribution to the local economy</i></u>  1. Provide a breakdown of the estimated number of attendees from:	30%

	<ul style="list-style-type: none"> <li>a) Within the local area (City of Karratha);</li> <li>b) Within the Pilbara Region;</li> <li>c) Perth Metropolitan Area;</li> <li>d) Intrastate – From other parts of WA;</li> <li>e) Interstate – From other parts of Australia; and</li> <li>f) International.</li> </ul> <p>(Please include details of how these figures were obtained)</p> <ul style="list-style-type: none"> <li>2. Provide estimated length of visit for attendees</li> <li>3. Provide estimated spend with local suppliers within City of Karratha</li> <li>4. Does the event coincide with any other events in the area/region? If so, please list the events and any potential impacts (positive or negative) that may result.</li> </ul>	
3.Community/Social Impact	<p><u>Alignment with the Council's Values and associated benefit/impact to the Community</u></p> <ul style="list-style-type: none"> <li>1. Provide a detailed description of the event and the associated activities and experiences to occur. Include any imagery or video footage to support application</li> <li>2. Demonstrate how the event appeals to the broad community and suits a range of audiences</li> <li>3. Provide demonstrated community appetite for the event and any consultation that has been conducted</li> <li>4. Demonstrate how the event has synergy with current programming within the City of Karratha or represents a gap in the market</li> </ul>	25%
4.Environmental Impact	<p><u>The level of impact on the environment and associated natural and built resources</u></p> <ul style="list-style-type: none"> <li>1. Does the event show any impacts (positive or negative) on the environment?</li> <li>2. What is the distance from the event space to the closest residential property?</li> <li>3. What are the proposed event times?</li> <li>4. What are the proposed noise impacts?</li> </ul>	15%
5.Media/Promotion Impact	<p><u>Direct and Indirect value of marketing and promotional activities</u></p> <ul style="list-style-type: none"> <li>1. Describe all marketing activities that will be undertaken to promote the event</li> </ul>	15%

	<ol style="list-style-type: none"> <li>2. Provide information on all media coverage proposed for the event, including but not limited to, television (news and dedicated programs), radio, print and electronic media. Please detail whether the media is reaching local, state, interstate or international markets</li> <li>3. How do you intend to measure the success of the event?</li> </ol>	
6.Risk Profile	<p><u>Extent of risk mitigation, ability and capacity to deliver, financial stability/sustainability of event</u></p> <ol style="list-style-type: none"> <li>1. Provide experience of previous event delivery</li> <li>2. Provide a detailed budget including projections of income and expenditure. Please use template provided</li> <li>3. Provide details of any corporate/private sector investment/sponsorship</li> <li>4. Provide a copy of insurance certificates of currency or policies secured for the event eg. public liability, personal accident for volunteers, etc.</li> </ol>	15%

Strategic alignment is a compliance criterion and must be adequately demonstrated for funding consideration. Evaluation of other elements shall be in accordance with the weighting shown in the table above.

### **SPONSORSHIP SUPPORT**

Sponsorship may be provided as cash, in-kind or other forms of support). Once approved, the Event Organiser is required to enter into a sponsorship agreement with the City under one of the following terms:

1. Single Term – an event held once
2. Multi -Year Term – events held on an annual basis over more than one year. The Maximum sponsorship term is three years and is subject to annual evaluation to determine future year sponsorship. *The City of Karratha looks favourable upon the development of annual events.*

### **ACQUITTAL OBLIGATIONS**

Fund recipients will be required to submit an acquittal report within four months of the delivery of their event/activity. Recipients of funding for multi-year events will not be provided funds for future events until preceding acquittals have been provided and accepted.

A template for this report will be provided to successful applicants.

Should funding recipients fail to meet their acquittal obligations, future funding will not be considered.

### **FURTHER INFORMATION**

For further information please contact the Economic Development team on 08 9186 8555 or [citygrowth@karratha.wa.gov.au](mailto:citygrowth@karratha.wa.gov.au)