



SHIRE OF EXMOUTH

MAJOR EVENTS PROGRAM

GUIDELINES AND APPLICATION FORM



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MAJOR EVENTS SPONSORSHIP PROGRAM

Introduction

The Shire of Exmouth's annual Major Events Sponsorship Program (MESP) offers grants of up to \$5,000 to eligible organisations to support the delivery of events that have significant economic benefit to the Exmouth community.

Applications can be made at any time and will be assessed until the funding pool is extinguished. Applications should be submitted using the nominated Shire of Exmouth form.

Established and/or proven events can apply for multi-year support up to \$5,000 per event per annum for a 3 year period.

Applicants are encouraged to contact Shire of Exmouth officers to discuss their application before making formal submissions.

What is a Major Event?

The Major Events Sponsorship program supports special events including business tourism that can provide an economic benefit to the community. Eligible events include, but are not limited to, sporting, recreational, music, cultural, food and wine, and business conferences that have the potential to attract significant numbers from outside the region and to ultimately generate new additional expenditure into the Exmouth economy.

Events should deliver outcomes including:

- Tourism destination development;
- Drive overnight visitation;
- Attract visitors during tourist season shoulder and low periods;
- Activate public places; and/or
- Engage regional communities.

Eligibility requirements

Funding is available to not-for-profit, incorporated organisations, and commercial organisations that can clearly demonstrate their event will deliver significant additional economic benefit to the Exmouth region.

Events must be delivered in shoulder and low visitor periods. Any event delivered during peak periods (defined as Easter holidays, April and July WA school holidays) will not be eligible for MESP sponsorship support.

Events must take place on or before 30 June 2020. Funding cannot be granted retrospectively.

Commercial (for profit) event organisers will be required to submit a formal sponsorship application that will require Council consideration and approval.

Assessment criteria

Applications will be assessed based on their ability to deliver:

- Economic benefits to the Exmouth destination
- Destination promotion
- Activation of the Shire owned Ningaloo Centre
- Legacy benefits

Letters of support for the proposed activity will be viewed favourably and indicative quotes for budget items are encouraged.

Applicants will be advised of the outcome of their application within 6 weeks of receiving the application, assuming Council resolution is not required. If a Council resolution is required, applicants will be advised.

Conditions of funding

Successful applicants will be required to sign a sponsorship agreement with the Shire outlining conditions of sponsorship that may include but are not limited to;

- Recognition of the Shire as an event sponsor in all publicity material associated with the event, e.g. social media, print and digital advertising, posters and other marketing material.
- Opportunity for the Shire to attend events as sponsor, speak at official ceremonies and access participants.
- Signage and other marketing material displayed at event.

A sponsorship agreement may be refused and/or terminated if deemed by the Chief Executive Officer as a real or perceived conflict, or where a breach of the terms of an agreement has occurred.

Event approvals

Applicants who receive sponsorship funding to deliver an event must still seek the relevant approvals from the Shire of Exmouth. This includes the completion of a Shire of Exmouth Public Event Application for events held on public land.

APPLICATION FORM

Please ensure that you have read the Major Events Sponsorship Program guidelines before completing the attached application form. We also recommend you contact Shire of Exmouth Manager Commercial and Community to discuss your project before applying.

Please note that organisations and individuals are only eligible to submit one application across all Shire of Exmouth funding and sponsorship categories for each project.

Section 1: Organisation information

Name of organisation	
Contact person/position	
Address	
Phone number	
E-mail	
Bank details for direct debit	BSB Acc
	Branch

I have read the Major Events Sponsorship Program funding guidelines	Yes / No
My organisation is eligible to apply for this funding	Yes / No
Does your organisation have an Australian Business Number?	Yes / No
<small>*If yes, please include ABN here _____</small>	
Is your organisation registered for GST	Yes / No
Has your organisation been granted deductible recipient status	Yes / No
What is the registered address of your bank account?	
Are you an employee or contractor working for the Shire of Exmouth or a close relative? <small>*If yes, we will contact you to determine any potential conflict of interest</small>	Yes / No

Is your organisation applying for multi-year funding for this event? <small>*If yes, please list the years (up to three years) and the funding requested (up to \$5000) for each year.</small>	Yes / No
Year	Funds requested from Shire
<i>Example: 2020</i>	<i>\$3,000.00</i>

Section 2: Event information

Event name	
Event dates	
If this is a recurring event, how often is the event held?	
Location of event/s	

Briefly describe the event.	
What identified need does this event meet?	
How will this event support the development of Exmouth and Ningaloo as a tourism destination?	
What success has your organisation had with this or other initiatives?	
Please identify and describe any significant safety issues and/or financial losses associated with previous events	
Does your event hold at least \$20 million public liability insurance?	Yes / No

Please list key people from your organisation who will be involved in organising this event		
Name	Position/roll	Time with organisation

Do you intend to engage agents or intermediaries to assist in the delivery of this initiative?	Yes / No
If yes, please provide details of the agent or intermediary and the services they will provide.	

Section 3: Economic impact estimates:

Estimated number of attendees (participants and visitors)					
Estimated number of event participants (competitors, artists, vendors)					
Estimated total number of visitors					
Please outline the anticipated number of visitors (spectators/support crew/artists/others) travelling to Exmouth specifically for this event. Please provide source details if possible (ie: event registrations or previous event ticket sales).					
	E.G.	Intrastate visitors	Interstate visitors	International visitors	TOTAL
Visiting specifically for this event	500				
Average length of stay	6 days				

Section 4: Community support

Please list and provide evidence of businesses or community organisations who will benefit from the event.	
Organisation	Involvement
<i>Example: Mantarays Resort</i>	<i>Hosting welcome function for 50 people</i>
<i>Example: Swimming Club</i>	<i>Running lunch time sausage sizzle</i>

Please list and attach at least two letters of support.	
Organisation	Attached

Section 5: Marketing and communications

How will you let people know about this event?			
Target audience	Communication methods / activities	Timelines	How will the Shire of Exmouth be acknowledged?
e.g. community group	Monthly newsletter	Quarter 1	Include Shire of Exmouth logo on sponsors page

What is the expected media exposure of this event (other than paid advertising)
Marketing collateral: please attach examples of proposed or previous marketing materials that will be used to promote this event.

Section 6: Budget

Please provide a detailed breakdown of the budget for specific initiatives that your organisation is requesting funding for.			
Initiative income		Initiative costs	
Item	Cost	Provide breakdown of total budget	Cost
Funds requested from Shire (including GST)		Salaries, fees and wages (including on costs)	
In-kind or cash support from your organisation		Administration expenses (office costs, phone, fax, etc.)	
Government grants / contribution		Travel (flights, accommodation, mileage, etc.)	
Other funds		Logistics (equipment, venue hire, freight, etc.)	
Other		Research	
		Advertising and promotion	
		Program contingency	
		Other	
TOTAL PROGRAM FUNDS		#TOTAL PROGRAM COSTS	
#These amounts should be equal			

Shire of Exmouth funding request. Please provide a detailed breakdown of how Shire of Exmouth funding will be spent.	
Item	Cost

Section 7: Evaluation

How will you measure the success of the event? I.e. questionnaires, surveys, ticket sales, participant feedback etc. Ensure your response demonstrates how you will determine the event’s economic impact.		
Tool	Measuring	Deadline
<i>E.g.: Business survey</i>	<i>Economic benefit</i>	<i>27/01/2019</i>

Section 8: Signing and checklist

ABN attached	
Copy public liability insurance attached	
Event budget completed and a	
Two letters of support attached	
Sponsorship proposal attached (if applicable)	
Application to be submitted in WORD or PDF format only	
Marketing collateral attached	

Section 9: Declaration

I, the undersigned, being the _____ (insert title) of

_____ (organisation name), confirm that I have carefully reviewed and considered the responses and the information provided is true and correct.

Signed _____ Date: _____

Completed applications should be mailed or submitted in person to:

Shire of Exmouth
Major Events Sponsorship Program
2 Truscott Cres
EXMOUTH WA 6707

Electronic submissions should be emailed to records@exmouth.wa.gov.au with subject line: Major Events Sponsorship Program.

Section 10: Acquittal

Receipts (Shire of Exmouth funding only)		\$
Program Funding received to date		
Total receipts:		(A)
Cost Items (list cost Items as outlined in the Shire of Exmouth Funding Request budget)	Budgeted as per the grant application budget \$ GST inclusive	Actual Expenditure \$ GST inclusive
Total expenditure: (B)		
Net amount (A-B):		-\$0

Please note: This acquittal is to be completed and returned to the Shire within six weeks of the event conclusion.