

## Service 6: Event Sponsorship and Donations

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### 1. Purpose

The purpose of this policy is to provide an assessment framework for event sponsorship applications and donation requests made to Council.

### 2. Planning

This Policy has links to the City of Kalamunda Strategic Community Plan, the Social Inclusion Plan, Reconciliation Action plan, the City's Tourism Strategy, the City's Arts Strategy and the City's Economic Development Strategy.

### 3. Policy Statement

The City of Kalamunda will actively support community events by providing sponsorship to selected events. The City of Kalamunda Event Sponsorship Program aims to support organisations and community groups in the running of an event that has a direct benefit to the local community or visitors to the City and offers positive promotion of the City's brand to its target markets

Sponsorship aims to provide the community with enjoyable and engaging activities. Supporting a wide range of events will enhance liveability and the City's reputation as a destination of choice.

The City's Event Donations program aims to support local organisations and community groups in the running of an inclusive event that has a direct benefit to the local community or visitors to the City. The Event Donations program aims to support a wide range of organisations and initiatives, and as such, organisations and are assessed on a case by case basis

### 4. Detail

Council will consider sponsorship of organisations and individuals to hold events in the City. This policy aims to ensure the Council can fairly assess applications for sponsorship, donations and in-kind support, against criteria that ensures mutually beneficial, pre- determined community outcomes.

This document applies to events and activities held in the City of Kalamunda only.

This Policy will be implemented administratively by advertising all sponsorship and donation opportunities annually and assessing all applications against a pre-determined selection criterion.

- Council will consider sponsorship of organisations and individuals to hold events in the City.
- Event sponsorships and donations requests should demonstrate how they contribute to building capacity for community groups to achieve a position of longer-term self- sufficiency.
- Support may range from in-kind, to seed funding, up to substantial support for event delivery. Applications for financial support can only be made once a year.
- Applications with requests for a donation or waiving of fees must be received at least two months prior to the event.
- Sponsorship requests can be made annually, funding decisions will only be considered in relation to the annual budget cycle.
- Applications for Sponsorship must be submitted each year by 30 April for the following financial year. Specific donation amounts and sponsorship packages available are predetermined. Sponsorship differs from a Partnership.

## 5. Partnerships

Partnerships are specific agreements made under a Memorandum of Understanding (MOU) with a longer-term commitment, and a broader range of significant outcomes to achieve, in collaboration with an external stakeholder. Partnerships are not governed by this policy.

## 6. Sponsorships

Sponsorships specifically relate to covering some of the costs associated with a program in exchange for a level of recognition.

### 6.1 All sponsorship activity should:

- (a) meet Kalamunda Advancing - Strategic Community Plan objectives.
- (b) provide positive exposure for the City's brand image locally and regionally.
- (c) meet mutually beneficial, reciprocal business benefits outlined in the application criteria, to provide adequate return on investment for the City.
- (d) show potential toward sustainability with the development of viable long-term relationships and community outcomes; and
- (e) enhance a strong sense of community to benefit residents and attract visitors.

### 6.2 An event or activity must:

- (a) be inclusive, accessible, free or low-cost;

- (b) demonstrate benefit to the wider community or a specifically targeted community group;
- (c) align with the City's values and objectives as set out in Kalamunda Advancing Strategic Community Plan;
- (d) provide promotional opportunities for the City relative to the level of sponsorship package.

### 6.3 Examples of events that may be supported include, but are not limited to:

- (a) cultural or community events;
- (b) sporting or recreation events.
- (c) carnivals, festivals or fairs held within the City; and
- (d) community development and welfare events or programs for specific target groups, for example Seniors, Youth, Disability Groups.

### 6.5 Categories of Donation and Sponsorship

Applicants may apply for one category of monetary support each financial year at the following levels. The Event Sponsorship and Donations budget only allows for approval of applications to a maximum monetary value. Available allocation of funds in the annual budget cycle may limit the number of Gold, Silver, Gold or Platinum sponsorships available in any given year.

Donations/Waiving of Fees	Sponsorships
Up to \$250	Bronze – Up to \$5,000
Up to \$500	Silver – Up to \$10,000
Up to \$1000	Gold – Up to \$15,000
	Platinum – Up to \$20,000

### 6.6 Eligibility

To be eligible to apply an organisation must be registered within the City of Kalamunda and provide a service/activity primarily for residents of Kalamunda.

### 6.7 Exclusions

Council will not provide sponsorship to any event, activity or organisation where, in the view of the Council, the proposal:

- (a) does not meet with the Council's expectations of contributing to a just, fair and equitable society.
- (b) does not align to the City's values.
- (c) relates to an event, activity or organisation that is engaged in the promotion of tobacco, alcohol, firearms, politics, specific religious doctrines, or for-profit activities.

Organisations which have previously received sponsorship but have either not completed their sponsorship reporting or have failed to provide an adequate outcomes report will not be eligible.

Events where alcohol is served responsibly as part of your event e.g. wine tasting, stakeholder cocktail party, are permitted and will be reviewed on a case-by-case basis:

- (a) Low strength alcohol and non-alcoholic choices must also be available where alcohol is available at the event.
- (b) Activities or promotions that encourage rapid consumption of alcohol (e.g. discounted drink prices, happy hours, drinking competitions) will not be supported.

Organisations are also ineligible for donations and event sponsorship if the application is for:

- (a) an organisation that has previously submitted, and been successful, with an application for sponsorship, contribution or donation within the same financial year.
- (b) an event that has already occurred or will occur during the application assessment timeframe.
- (c) the total cost of the event.
- (d) general business operating expenses.
- (e) costs already being covered by another sponsor or government body. Evidence of other sponsorships e.g. Healthway, Lotterywest or private companies, are to be stated within your application

The City will assess the risk of any co-sponsorship arrangement(s) which may conflict with City objectives. In addition, sponsorship will not be considered when the organization has outstanding debt (s) due an payable to the City

## 7. Community Consultation

This Policy was advertised when it was developed.

## 8. Governance

This Policy will be governed by Council and implemented by the administration in accordance with procedures.

## 9. Measures of Success

This Policy will be assessed annually based on the effectiveness of the events funded and the outcome report received.

## 10. Definitions

Nil.

Status	Council Requirement		
Related Local Law	N/A		
Related Council Policies	N/A		
Relevant Delegation	CEO		
Related Internal Procedures	N/A		
Related Budget Schedule	N/A		
Legislation	Local Government Act 1995		
Notes and Conditions	N/A		
Authority	Council		
Adopted	12 October 2021	Next Review Date	12 October 2023