

Corporate Sponsorship Program Guidelines

2026-2027



Contents

Introduction	3
Objective	3
Outcomes	4
Ineligibility and exclusions	5
Lobbying of Elected Members	6
Eligibility and requirements	7
Funding rounds and key dates	11
How to apply	12
Assessment process	12
Agreement process	12
Funding term.....	12
Payment of sponsorship.....	13
Acquittal process.....	13
Collection notice.....	13
Frequently asked questions	14
Other funding opportunities.....	15
Community Funding Program	15
Significant events	15
Emergency donations	15
Contact us	15



Image: The Nationals

Introduction

The City envisions becoming a bold, creative and prosperous destination on the global stage. To realise this vision, the City is committed to supporting free or low-cost events, programs and activities within the region through the Corporate Sponsorship Program.

By attracting and supporting external organisations to deliver a diverse range of events and initiatives, the City promotes vibrancy, fosters community interest, and supports the health and wellbeing of local residents. This approach also provides valuable branding opportunities and enhances tourism and economic benefits for the local economy.

Objective

The objective of the Corporate Sponsorship Program is to attract and support accessible events, programs and activities that contribute to a vibrant and dynamic community atmosphere.

These initiatives should deliver brand recognition and reputational benefits to the City, while also providing tourism and economic advantages for the local economy.

The Corporate Sponsorship Program is guided by the [Corporate Sponsorship Program Policy](#), which is available on the City’s website.

Outcomes

To guide the direction and approach of the Corporate Sponsorship Program, the following key event outcomes have been identified as priorities:

Reputation and brand

- Provides positive exposure for the City’s brand and image at the local and regional level.
- Enhances the City’s visibility and recognition, leading to increased awareness among residents and the broader community.
- Generates media coverage, amplifying exposure beyond the sponsored event, program or activity itself, including press releases, social media mentions and interviews.
- Facilitates collaboration between the City and event organisers, fostering mutually beneficial relationships.

Event, program or activity profile

- Contributes to the community by supporting local events, organisations and initiatives that foster engagement.
- Supports events, programs and activities that are accessible to all by being free or low-cost*.
- Celebrates and supports opportunities for engagement and participation in events, programs or activities that promote the arts, sports, learning, recreation and more within the local area.
- Attracts and engages the target audience through creative programming, experiential marketing, activations and interactive experiences.

*Low cost means lower than the usual cost of similar events in the marketplace.

Economic impact

- Engages local suppliers and businesses to stimulate the local economy through event-related spending.
- Stimulates economic development and provides direct benefits to local businesses.
- Provides opportunities for local businesses to showcase their products and services, forge new partnerships and expand their customer base.

Culture and diversity

- Values and celebrates the unique Aboriginal and Torres Strait Islander culture, diverse cultural histories and promotes inclusivity and empathy by integrating diverse perspectives and experiences across communities and identities.
- Delivers local events, programs or activities that cater to various ages, abilities and backgrounds, ensuring accessibility and inclusivity.

Environmental impact

- Minimises waste and promotes sustainability by incorporating eco-friendly practices into event planning and execution.

Governance

- Collects valuable data and insights about the target audience through surveys and other engagement methods to better understand the needs and desires of residents and the community.
- Creates long-term value for the City, its residents and businesses by fostering sustainable partnerships and relationships with reputable organisations.
- Ensures all agreements provide a strong return on investment by overseeing and managing the Corporate Sponsorship Program, its processes and outcomes.

Ineligibility and exclusions



Image: Heathridge Carols in the Park

Applicants are ineligible for the Corporate Sponsorship Program if the application is for:

- **Previous sponsorship:** the applicant has entered into a signed sponsorship agreement for the same event, program or activity within the current financial year.
- **Other funding:** they have received financial support from another City program in the same financial year.
- **Excess funding:** the sponsorship would cover more than 50 per cent of the total event, program or activity costs.
- **Unsatisfactory management:** they have a history of poor sponsorship management or incomplete reporting.
- **Outstanding payments:** they have overdue payments due to the City.
- **Illegal or unlawful activities:** the event, program or activity is unlawful or violates Council policies or Local Laws.
- **Reputation risk:** the organisation harms the City’s image, reputation or interests.
- **Operational costs:** the sponsorship request includes general business operating expenses, such as wages or administrative costs.
- **Capital expenditure:** the sponsorship request includes capital expenses.
- **Double funding:** the costs are already covered by another sponsor or government body.

- Events, programs or activities that have commenced before the sponsorship agreement has been countersigned by the City.

Excluded event or activity types

Sponsorship will not be provided for:

- **Illegal activities:** any illegal activities.
- **Restricted industries:** tobacco, adult-related industries, or similar.
- **Violence and discrimination:** activities promoting violence, intolerance or discrimination.
- **Controversial or divisive:** organisations or projects that are controversial or divisive.
- **Political and religious activities:** political activities or religious purposes.
- **Development approvals:** projects seeking City approval or endorsement, eg land development applications.
- **Conflicting values:** activities that conflict with the City’s values.
- **Environmental harm:** activities that harm the environment.
- **Personal benefit:** activities benefiting only individuals or families.
- **Members:** activities that are exclusive to members or that primarily prioritise member benefit over broader community inclusion and participation.

Prohibited Lobbying

Applicants must not attempt to influence the sponsorship application, assessment and/or approval process, either before or after a decision is made.

Any attempt to contact or lobby Elected Members or City employees — directly or indirectly — regarding the event, program, activity, sponsorship application, assessment, or outcome may result in the application being disqualified, excluded from further consideration, or, where applicable, the withdrawal of an approved sponsorship offer.


General Enquiries

Applicants are encouraged to make general enquiries about the application process, eligibility, guidelines, or deadlines. These enquiries are permitted and will not be considered lobbying, provided they are not intended to influence the assessment or outcome of the application.

Eligibility

Applicants should familiarise themselves with the below eligibility. All applicants need to meet the outlined criteria to be eligible to apply for the corporate sponsorship program.

Legend ● Required ● Desired ● If undertaken



	Category one: Local area events, programs or activities			Category two: Major events, programs or activities		
	Up to \$5,000	\$5,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$25,000	\$25,001 - \$35,000	\$35,001 - \$50,000
The applicant must be an Australian legal entity with a valid Australian Business Number (ABN) and/or ASIC registration and hold appropriate insurance coverage, including public liability and workers' compensation insurance.	●	●	●	●	●	●
Event, program, activity must be delivered within the City's local government boundaries.	●	●	●	●	●	●
Event, program, activity is free/low* cost to attend/participate.	●	●	●	●	●	●
Applicant can accurately estimate the number of participants and/or attendees for the event, program or activity.	●	●	●	●	●	●
Event, program, activity is financially viable either through applicant underwriting expenditure and/or financial support from other sponsors.	●	●	●	●	●	●
The applicant has NOT entered into a signed sponsorship or funding agreement for the event, program or activity through the Corporate Sponsorship Program or any other City funding program within the current financial year.	●	●	●	●	●	●
The sponsorship amount requested by the applicant does NOT exceed 50 per cent of the total event, program or activity expenditure.	●	●	●	●	●	●

* Low cost means lower than the usual cost of similar events in the marketplace.

Requirements

Applicants should familiarise themselves with the below requirements when applying. The below outlines what all applications will be assessed against.

Legend ● Required ● Desired ● If undertaken

Event, program or activity profile	Category one: Local area events, programs or activities			Category two: Major events, programs or activities		
	Up to \$5,000	\$5,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$25,000	\$25,001 - \$35,000	\$35,001 - \$50,000
Attract and engage the local community	●	●	●	●	●	●
Attract and engage visitors from the Perth metropolitan area and/or state				●	●	●
Attract and engage visitors from interstate					●	●
Under 500 attendees	●					
501-2,000 attendees	●	●				
2,001-5,000 attendees		●	●	●		
5,001-10,000 attendees			●	●	●	
10,001-15,000 attendees					●	●
15,001 + attendees						●
Reputation and brand						
Exclusive rights						
Host City sponsor and/or Naming Rights Sponsor				●	●	●
Promotion and advertising						
Logo on flyers, posters and other promotional material eg participant information packs, event programs	●	●	●	●	●	●
Logo on all local print and digital advertising	●	●	●	●	●	●
Logo on all statewide print and digital advertising			●	●	●	●
Logo on all interstate print and digital advertising				●	●	●
Recognition in media releases	●	●	●	●	●	●
Marketing plan/schedule supplied				●	●	●
Digital						
Logo and hyperlink on website	●	●	●	●	●	●
Logo/acknowledgement/link in ORGANIC social media communications and promotions	●	●	●	●	●	●
Logo/acknowledgement/link in PAID social media communications and promotions	●	●	●	●	●	●
Logo/acknowledgement/link in digital and electronic direct marketing (EDM) campaigns	●	●	●	●	●	●
Logo on out of home advertising eg billboards, bus shelters, outdoor advertising	●	●	●	●	●	●

Reputation and brand	Category one: Local area events, programs or activities			Category two: Major events, programs or activities		
	Up to \$5,000	\$5,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$25,000	\$25,001 - \$35,000	\$35,001 - \$50,000
On site						
Verbal acknowledgement on site	●	●	●	●	●	●
Opportunity for a City representative to present/speak	●	●	●	●	●	●
Signage displayed at the event, program or activity (supplied by the City)	2	4	6	8	8	10+
Logo integrated into event, program or activity signage developed by applicant				●	●	●
Opportunity for the City to activate on site				●	●	●
Culture and diversity						
Initiative/s acknowledging the region's cultural diversity ensuring inclusion and representation for all communities	Minimum one initiative	Minimum one initiative	Minimum one initiative	Minimum two initiatives	Minimum two initiatives	Minimum two initiatives
Event, program, activity caters for different ages, abilities and is accessible for all to attend/participate	●	●	●	●	●	●
Environmental impact						
Sustainable practices incorporated into event, program or activity	Minimum three initiatives	Minimum three initiatives	Minimum three initiatives	Minimum four initiatives	Minimum six initiatives	Minimum six initiatives
Economic impact						
Local suppliers engaged to support the delivery of the event, program or activity	●	●	●	Minimum two suppliers	Minimum two suppliers	Minimum two suppliers
Demonstrated opportunities for attendees/participants to spend with local business by integrating business engagement initiatives into the event, program or activity	●	●	●	Minimum two initiatives	Minimum two initiatives	Minimum two initiatives

Requirements

Legend ● Required ● Desired ● If undertaken

Governance	Category one: Local area events, programs or activities			Category two: Major events, programs or activities		
	Up to \$5,000	\$5,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$25,000	\$25,001 - \$35,000	\$35,001 - \$50,000
Attendees and participant surveys conducted	● by applicant	● by applicant	● by applicant	● by applicant	● by applicant	● by external organisation
Economic impact data to be collected and reported including accommodation and daily spend					●	●
Demonstrated previous experience in delivering similar events, programs or activities	●	●	●	●	●	●
Demonstrated financial sustainability of the event, program or activity	●	●	●	●	●	●

Funding rounds and key dates

The City's Corporate Sponsorship Program opens for applications at the beginning of each financial year. If sponsorship funding is not fully allocated the City will consider a second round in early 2027. As this is not guaranteed, all applicants are encouraged to apply between the application opening dates below:

Round one	
Applications open	Monday 6 July 2026, 9am
Applications close	Friday 28 August 2026, 5pm
Review and assessment of all applications	September–October 2026
Recommendation to Council	17 November 2026
Notification of outcome	Following November 2026 Council meeting

Potential Round two (subject to available funding)

Please note, in instances where corporate sponsorship funds are not fully allocated, the City will consider a second round in early 2027.

This opportunity is not guaranteed.

Applicants hoping to submit an application in the New Year can stay up to date by visiting the City's website or contacting the City using the contact details provided in these guidelines.



How to apply

1. Carefully review the City's Corporate Sponsorship Program Guidelines.
2. Contact the City's Strategic Marketing and Sponsorship Officer to discuss the details and address any questions or concerns.
3. Complete the online Corporate Sponsorship Program Application Form.

Assessment process

Each application will be assessed against the eligibility and requirements outlined in these guidelines.

Applications will be reviewed in a competitive process alongside other submissions received during the round. A recommendation will then be made to the Council for a decision.

The City may award partial funding, which could be less than the amount requested, based on the assessment of the application's value in relation to the program's requirement.

All funding is subject to availability in the City's annual budget.

The City reserves the right to request additional information from applicants as part of the evaluation process and may reject any application that does not meet the outlined eligibility and requirements.

Applicants will be informed of the outcome of their application in writing following the Council decision.

Please note, all decisions made are final and not open to further appeal.

Agreement process

Successful applicants will be required to enter into a written agreement with the City before any funds are disbursed.

The agreement will include:

- a detailed description of the event, program or activity for which the sponsorship is being provided
- roles and responsibilities of each party
- the amount of cash funding to be received along with a payment schedule outlining when funds will be provided
- the sponsorship benefits being provided to the City in exchange for the sponsorship funding
- key performance criteria for the event, program or activity
- the deadline for submitting the event, program or activity acquittal report
- legal requirements as deemed relevant to the event, program, activity.

Please note that the City reserves the right to withdraw the sponsorship offer if the applicant does not finalise the contract within one month of receiving the draft.

Funding term

All agreements will have a one-year term, aligned with the City's budget cycle. Multi-year agreements will not be considered.

Note: Organisations, events, programs or activities that have received funding through the Corporate Sponsorship Program for three consecutive years will need Council approval for any subsequent applications, regardless of the funding amount requested.

Payment of sponsorship

The City will provide 50 per cent of the agreed sponsorship amount once all parties have signed the sponsorship agreement and the applicant has submitted a valid, accurate invoice.

The remaining 50 per cent will be paid after the event, upon acceptance by the City of a completed acquittal report and the applicant providing a valid, accurate invoice.

Payment terms may be varied from time to time by mutual agreement between the City and the applicant.

The City's payment policy stipulates that payments will be made within 30 days from the end of the month in which the invoice is received.

Acquittal process

Successful applicants must submit an acquittal report within 60 days of completing the event, program or activity.

All sponsorships must be acquitted before the final payment can be made. If the acquittal report is not submitted within 60 days or is incomplete, the final 50 per cent payment will be forfeited.

Acquittal reporting forms part of the assessment framework for future sponsorship applications. Incomplete, inaccurate or unsatisfactory acquittal reports may result in a reduction in assessment score and may affect an applicant's eligibility for future funding.

Collection notice

The City collects the personal information on the sponsorship application and acquittal forms to administer the Corporate Sponsorship Program, including assessing sponsorship applications, managing approved sponsorship arrangements and processing acquittals.

Providing this information is voluntary, and by submitting these forms you consent to the City collecting, using and disclosing your personal information for this purpose and directly related purposes. This may include disclosure to City Officers, Elected Members and, where required as part of the Council reporting process, inclusion of limited personal information in publicly available Council reports or attachments.

If you do not provide the requested information, the City may be unable to process your application and acquittal.

You may withdraw your consent by contacting the City in writing at info@joondalup.wa.gov.au or by calling (08) 9400 4000. If you withdraw consent, the City may be unable to continue processing your application or acquittal. Withdrawal will not affect any use or disclosure that has already occurred before the withdrawal was received.

For details about how the City handles personal information, and how to request access or correction, refer to the City's Collection Notice on the [privacy webpage](#).



Image: RSPCA Community Action Day

Frequently asked questions

Can we request use of a City-owned venue?

If your event, program or activity requires the use of a City-managed venue, you must submit a booking request. Depending on the nature of your event, an event application form may also be necessary. The applicant will be responsible for covering the cost of venue use, in accordance with the City's Schedule of Fees and Charges and the Venue Hire Fees and Charges Policy.

For more information on making bookings, please contact the City's Community Venues Team at **9400 4000** (Monday to Friday, 8.30am to 5pm) or via email at info@joondalup.wa.gov.au

Can I use the City's logo when promoting my event, program, activity or event?

If your sponsorship is approved, you will be required to display the City's logo on promotional and event materials in accordance with the details outlined in the agreement. The City's logo and its usage guidelines will be provided to you once the sponsorship agreement is signed.

Any materials featuring the City's logo must be submitted to the City for approval prior to production.

What if something changes with my event, program, activity or event after the sponsorship agreement has been finalised?

Once the sponsorship agreement is finalised, any significant changes to the event, program or activity must be discussed with the City before being implemented. Significant changes must be submitted in writing and require approval from the Chief Executive Officer for the sponsorship agreement to remain valid. Please contact the City's Strategic Marketing and Sponsorship Officer for assistance.

Will I get sponsorship for my event, program or activity next time?

After completing a one-year sponsorship agreement, organisations must reapply for consideration for future sponsorship. Please note that previous sponsorship does not guarantee funding for future events, programs or activities. Sponsorship is not a recurring source of funding.

Organisations, events, programs or activities that have received funding through the Corporate Sponsorship Program for three consecutive years must obtain Council approval for any subsequent applications, regardless of the requested funding amount.

The City is committed to ensuring a fair and equitable sponsorship process. Applications will be assessed according to the guidelines and in competition with other applications or existing sponsorship agreements for the relevant financial year.

Do not rely on ongoing sponsorship from the City. It is advisable to seek alternative sources of funding.

How many times can I apply for sponsorship?

Organisations may only apply once per financial year.

Other funding opportunities

The City also offers alternative funding through the following programs:

Community Funding Program

The City's Community Funding Program provides financial support to incorporated community groups to conduct events, programs or activities that benefit the City of Joondalup community.

Events, programs or activities must address one or more of the below funding priorities:

- strengthen community participation
- encourage connected communities
- promote healthy and active lifestyles
- build resilient and sustainable communities.

For further information please refer to the City's [Community Funding Program Guidelines](#) available on the City's website.

Significant events

Supporting the City's vision to be a bold, creative and prosperous City on the global stage, the City is committed to attracting and supporting events that are unique to Joondalup and enhance its image as an attractive destination for visitors, tourists and businesses.

These significant events will deliver economic benefits for local businesses while promoting Joondalup's reputation statewide, nationally and international as the cultural, civic and entertainment centre of the north-west region of the Perth metropolitan area. These events

must also generate significant media interest, deliver economic benefit for the City, and provide unique experiences to attract visitors to the region.

Significant Event Sponsorship involves a financial contribution to attract and support these events.

For further information please refer to the City's [Significant Event Policy](#) and Guidelines available on the City's website.

Emergency donations

The City is committed to supporting eligible organisations who provide relief to those impacted by emergencies within Western Australia.

For further information please refer to the [City's Donations Policy](#) available on the City's website.

Contact us

For further information please contact:

Strategic Marketing and
Sponsorship Officer

T: **9400 4000**

E: info@joondalup.wa.gov.au



Image: Walk for Brody



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*This document is available in
alternative formats upon request.*