



Sponsorship,
Contributions and
Donations Program
Application Pack



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Introduction

The City of Joondalup has a strategic vision to become a bold, creative and prosperous City on the global stage. In achieving this vision, the City recognises the importance of attracting and supporting events that deliver economic benefit to the local economy and contribute to a vibrant and dynamic community atmosphere.

The City is invested in supporting community wellbeing through the provision of free or low cost events for the community. Through support for external organisations and community groups, the City strives to promote vibrancy, create interest and foster a positive lifestyle and community.

In supporting these outcomes and to advance the City's vision, the City's Sponsorship, Contributions and Donations Program aims to achieve the following objectives:

- Attracting, hosting or supporting a wide range of events, programs and activities that enhance the liveability of the City for the community and promote Joondalup as a destination for visitors to the region;
- Providing positive exposure for the City's brand and image locally and regionally;
- Providing support to local organisations/community groups/sporting clubs;
- Stimulating economic development and providing benefits to local businesses;
- Increasing visitors to the region;
- Creating long-term value to the City and its residents by building sustainable partnerships or relationships; and
- Ensuring that all agreements entered into provide an adequate return on investment by overseeing and managing the sponsorship, contributions and donations program, process and outcomes.

The City of Joondalup has a strategic vision to become a bold, creative and prosperous City on the global stage.

The Sponsorship, Contributions and Donations Program provides support for external organisations/community groups in four categories:

- Donations;
- Corporate Sponsorship;
- Event Sponsorship; and
- Corporate Contributions.

Support through the City's Sponsorship, Contributions and Donations Program must meet all eligibility and criteria listed within this application pack.

In addition to the Sponsorship, Contributions and Donations Program, the City also offers alternative funding through the Community Funding Program, Sports and Recreation Funding and Arts and Cultural Grants. More information on these alternative funding programs can be found at joondalup.wa.gov.au

This application pack provides information on the types of support offered through the City's Sponsorship, Contributions and Donations Program.

If you have an event, program or activity that will directly benefit the City, please read this application thoroughly or for further information on how the City can assist you contact the City's Marketing Coordinator on **9400 4424**.



Criteria

Applications for City sponsorship, contributions or donations need to satisfactorily address the following criteria before being considered by the City:

- The applicant, event, program and/or activity must be aligned with the City's strategic direction.
- The event, program or activity must be consistent with the City's Sponsorship, Contributions and Donations objectives.
- The audience for the event, program or activity should reach one or more of the City's target markets.
- Requests for sponsorship, contributions and donations should be for an event, program or activity located within the City of Joondalup district and which provides a significant return to the general and/or business community. *
- Tangible benefits for the City, its residents and/or local businesses need to be associated and demonstrated with the event, program or activity.
- The event, program or activity must demonstrate positive exposure for the City and its corporate brand and image.
- The event, program or activity should provide opportunity to create long-term value to the City, residents and/or businesses.

* The City will only consider sponsorship or donation agreements 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.



City of Joondalup Vision:

A Global City: Bold | Creative | Prosperous



City of Joondalup Values

Bold

The City will make courageous decisions for the benefit of the community and future generations.

Innovative

The City will learn and adapt to changing circumstances to ensure it is always one step ahead.

Prosperous

The City will ensure the region benefits from a thriving economy built on local commercial success.

Ambitious

The City will lead with strength and conviction to achieve the vision for the City.

Enterprising

The City will undertake ventures that forge new directions for business and the local economy.

Compassionate

The City will act with empathy and understanding of the community's needs and ambitions.

Sponsorship, Contributions and Donations Program Objectives

- Attracting, hosting or supporting a wide range of events, programs and activities that enhance the liveability of the City for the community and promote Joondalup as a destination for visitors to the region;
- Providing positive exposure for the City's brand and image locally and regionally;
- Providing support to local organisations/community groups/sporting clubs;
- Stimulating economic development and providing benefits to local businesses;
- Increasing visitors to the region;
- Creating long-term value to the City and its residents by building sustainable partnerships or relationships; and
- Ensuring that all agreements entered into provide an adequate return on investment by overseeing and managing the sponsorship, contributions and donations program, process and outcomes.

City of Joondalup Target Market

Community eg. ratepayers, residents, youth, seniors

Business eg. businesses within the region, prospective businesses

Broader Community eg. visitors to the region, residents outside the region





Exclusions

The City will not enter into an agreement or provide donations for events, programs or activities that involve:

- Illegal activities
- Tobacco
- Adult-related industries
- Racist organisations
- Controversial or divisive organisations/projects
- Political organisations or political activities
- Religious activities, in whole or in part, for the purpose of furthering religious doctrine
- Companies or projects seeking City approval or endorsement (such as forthcoming land development application)
- A conflict with the values of the City
- Harm towards the environment
- Benefit an individual, person or family
- An organisation that has previously shown unsatisfactory management of donations or sponsorship received or has presented unsatisfactory or incomplete reporting.

Organisations are also ineligible for the sponsorship, contributions and donations program if the application is for:

- an organisation that has previously submitted, and been successful, with an application for sponsorship, contribution or donation within the same financial year.
- an organisation, event, program or activity that has received financial support through another funding program from the City within the same financial year
- an organisation, event, program or activity that has already occurred or will occur during the four month time frame required for the sponsorship giving and donations assessment process to occur
- the total cost of the event, program or activity
- general business operating expenses
- capital expenditure
- costs already being covered by another sponsor or government body
- event, program or activity occurring outside of the City's boundaries *.

* The City will only consider sponsorship agreements 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.

Category Eligibility

1. Donations

Donations by the City reflect its commitment to improve the wellbeing of the City of Joondalup community. Due to the philanthropic nature of donations, the City does not seek a direct return or benefit from a donation. The City does however give preference to organisations/community groups that provide a direct benefit to the City's residents or businesses or provide/improve a service for visitors to the region.

The range of service areas considered for donations may include organisations that provide:

- home support services for the aged or persons with disabilities
- community information and support services
- youth and children services
- multicultural services
- services to the disadvantaged
- emergency relief services

Whilst the City does not seek a direct return or opportunity to market its brand, organisations are required to acknowledge the contribution made by the City.

Organisations eligible to apply include:

- community based not-for-profit organisations
- charitable organisations or organisations with charitable objectives

Applicants seeking a donation from the City must be an association incorporated in accordance with the *Associations Incorporations Act 1987*.

Funding is available as a cash donation, in-kind donation or a combination of both.

Sponsorship

The City provides sponsorship support for events, programs and activities that provide opportunity for the City to:

- receive positive exposure for its brand and corporate image to its desired target markets; and
- receive an adequate return on investment or benefit for the level of support provided.

In this regard the City's sponsorship is split into two areas; corporate sponsorship and event sponsorship.

2. Corporate sponsorship

The City offers corporate sponsorship to organisations/groups/clubs that enhance the City's image and contribute to creating a vibrant and engaging community.

The range of activities which may be considered for corporate sponsorship include:

- awards and presentations that acknowledge excellence in relevant professional fields
- support for activities which enhance community service within the region
- conferences held within the region
- promotional activities and materials that provide positive exposure for the City and could potentially increase visitors to the region and contribute towards stimulating economic development

Applications considered suitable for corporate sponsorship include events, programs or activities that support:

- students and professionals
- local businesses
- community information
- tourism
- economic development
- seniors
- young people
- children

- multiculturalism

Organisations eligible to apply include:

- community groups
- not-for-profit organisations
- educational institutions
- commercial/corporate organisations

3. Event sponsorship

The City's Events Sponsorship provides a financial contribution to assist organisations or community groups to deliver free or low cost events within the City's boundaries.

Such events include:

- sporting or recreation events that encourage community participation
- cultural or community events that provide free or low cost activities or performances for the community
- carnivals, festivals or fairs held within the City

Examples of areas that would be considered for sponsorship include events that support:

- arts and cultural development
- health and fitness
- family entertainment
- multiculturalism
- seniors
- young people
- children

Organisations eligible to apply include, but are not limited to:

- arts and cultural organisations
- community groups
- not-for-profit organisations
- educational institutions
- commercial/corporate organisations

4. Corporate Contributions

The City is committed to supporting groups, clubs and organisations that deliver or provide assistance with sporting and community services.

Corporate contributions provide financial assistance to local sporting clubs or community groups who provide an essential community service within the City, or require assistance with the costs associated with hosting their club/group within the City.

The range of services that may be considered for corporate contributions may include:

- Assistance with venue hire and turf maintenance fees of sporting clubs that compete at an elite level located within Joondalup
- Volunteer organisations who provide an essential community service within the City

Organisations eligible to apply include, but are not limited to:

- Local not-for-profit sporting organisations
- Local volunteer organisations

Examples of areas that would be considered for corporate contributions include:

- Sport and recreation
- Emergency service
- Community service
- Community development

IMPORTANT: All corporate contribution applications should be discussed with the City's Coordinator, Recreation Services on **9400 4922** prior to submitting the application.

Funding is available for each category as a cash sponsorship, in-kind sponsorship or a combination of both.



Benefit Guide for Sponsorship Requests

Corporate and Event Sponsorship must provide tangible benefits for the City and the local community. The following represents common sponsorship benefits and is provided as a guide for the application form.

Benefit

- Alignment with City's values
- Community involvement
- Logo on promotional material
- Merchandise distribution through participant packs etc.
- Opportunity to set up a promotional display
- Verbal acknowledgement throughout the event, program or activity
- Signage displayed at the event, program or activity
- Logo on website
- Logo and hyperlink on website
- Logo on local advertising
- Opportunity for a City representative to present/speak
- Logo on event, program or activity signage
- Recognition on media releases
- Recognition and link on social media forums
- Logo on regional advertising
- Digital marketing e.g. Inclusion in club newsletters, emails, on hold messages
- Exclusive rights
- Economic development e.g. opportunity for local businesses to get involved and benefit
- Tourism e.g. increase visitors to the region, people will travel to attend the event program
- Corporate hospitality e.g. complimentary VIP tickets, invitation to event launch/finale
- Opportunity to include advertisement in publication or program
- Recognition on radio advertising
- Naming rights to the event, program or activity
- Logo on state/national advertising

How to apply

1. Read the Sponsorship, Contributions and Donations Program Application Pack thoroughly.
2. Contact the City's Marketing Coordinator to discuss any details or clarify any issues or queries.
3. Complete the Sponsorship, Contributions and Donations Application Program Form (ensure all sections of the form have been completed).
4. Submit the Sponsorship, Contributions and Donations Application Form either:

In Person

Attn: Marketing Coordinator
City of Joondalup
90 Boas Avenue
Joondalup

Post

Attn: Marketing Coordinator
City of Joondalup
PO BOX 21
Joondalup WA 6919

Email

info@joondalup.wa.gov.au

Application deadlines

The City's sponsorship, contributions and donation program is open all year round for organisations to submit their applications.

All applications need to be submitted at least four months prior to the event, program or activity being held.

This can be done at any time throughout the financial year.

Late applications

Applications that don't allow enough time for assessment and processing will be returned to the applicant without assessment.

Application process

Applications can be made at any time throughout the financial year. Applications that are received early in the financial year and ahead of time are more likely to receive support as funding will more likely be available.

All applications need to be submitted in the prescribed form and at least four months prior to the event, program or activity being held. Applications that do not allow enough time for assessment and processing, or that are incomplete will be returned to the applicant without assessment and will not be considered.



Assessment

The success of an application is determined by:

- its merits against the eligibility, criteria and objectives outlined within this application pack; and
- competition from other submissions or existing sponsorship giving or donation agreements.

All requests for sponsorship, contributions and donations are assessed and approved by the Chief Executive Officer, on a case by case basis, and subject to sufficient funds being available in the City's annual budget.

In assessing requests for sponsorship, contributions and donations, whether that is cash, in-kind or a combination of both, the full cost of the request (including the calculated value of any in-kind component) will be considered as part of the total amount.

Use of City venues

Events, programs or activities that require the use of a City facility, park or reserve are required to submit a separate event application form. Please contact the City's Community Facilities Booking Office for further information:

Community Facilities Booking Office

City of Joondalup
Leisure Centres – Craigie
Whitfords Avenue, Craigie
T: 9400 4268
E: info@joondalup.wa.gov.au

Opening Hours
Monday – Friday
8.30am to 5.00pm

Successful applications

Donations

All applicants will receive notification from the City following the assessment of the donation application.

Successful applicants will be notified in writing outlining the details of the donation and will also be requested to send a tax invoice to the City for the donation amount. The City will not process any donation payments until an invoice is received.

Corporate and event sponsorship

All applicants will be notified in writing following the assessment of the sponsorship application. Successful applicants will be required to complete, sign and return two copies of the sponsorship agreement. The City will then sign both copies, retain one for its records and return the second copy to the applicant.

Payment of sponsorship

The City will pay 70% of the agreed sponsorship amount on signing of the sponsorship agreement. Successful applicants should send through an invoice for 70% of the agreed sponsorship amount with the signed agreement.

The remaining 30% will be paid post event and once the City has received the required acquittal form. Please ensure you send this invoice with your final acquittal documentation.

Please ensure that all invoices are tax invoices including GST. Organisations that are not registered for GST need to clearly indicate this on their invoice and DO NOT include GST in the invoiced amount.

Use of the City's logo

Sponsorship agreements are likely to require the City's logo to be displayed on promotional materials or other items relating to the event, program or activity. The City's Marketing Coordinator can be contacted on **9400 4424** to gain access to an authorised version of the City's logo and the guidelines on its use.

All materials that display the City's logo are required to be sent to the City's Marketing Coordinator for approval prior to production.

Delivery of benefits

Please liaise with the City's Marketing Coordinator on **9400 4424** regarding the delivery of ALL benefits outlined in the sponsorship agreement.

You will need to ensure that you allow enough time for the City to coordinate any support that is required.

NOTE: All communication regarding sponsorship agreements is to be through the City's Marketing Coordinator.

Change of event, program or activity details

Once sponsorship of an event, program or activity is approved the applicant cannot make significant changes to the event, program or activity without discussions and approval from the City.

Please liaise with the City's Marketing Coordinator on **9400 4424** regarding any changes as significant changes are required to be put in writing and will need to be approved by the Chief Executive Officer for the sponsorship agreement to continue.

Acquittal

All events, programs or activities that are sponsored by the City require a full acquittal to be completed within two months of the event, program or activity being completed.

Please complete all sections of the City's Sponsorship Acquittal Form.

Your final 30% invoice will not be processed until all acquittal details have been met.

The City's Marketing Coordinator will contact you with any queries regarding your acquittal.

If all acquittal information is satisfactory, payment will be processed and you will receive a confirmation letter from the City finalising your sponsorship agreement.

Future sponsorship

Upon completion of a single year sponsorship agreement that does not include an option for renewal, the organisation must reapply to be considered for future sponsorship.

Please note that your event, program or activity will not be funded on the basis that it was supported in previous years.

The City endeavours to ensure the sponsorship process is fair and equitable to all. Your application will be assessed against the eligibility and criteria outlined previously in these guidelines and competition from other applications or existing sponsorship agreements in the relevant financial year.



Please do not rely on the City providing sponsorship on an ongoing basis.

The City accepts multi-year sponsorship applications where the agreement term does not exceed three years.

Corporate Contributions

All applicants will be notified in writing following the assessment of the contribution application. Successful applicants will be required to complete, sign and return two copies of the contribution agreement. The City will then sign both copies, retain one for its records and return the second copy to the applicant.

Payment of contribution

The City will pay 100% of the agreed contribution amount on signing of the contribution agreement. Successful applicants should send through an invoice with the signed agreement.

Please ensure that all invoices are tax invoices including GST. Organisations that are not registered for GST need to clearly indicate this on their invoice and DO NOT include GST in the invoiced amount.

Use of the City's logo

Contribution agreements are likely to require the City's logo to be displayed on club apparel or other items relating to the organisation or program. The City's Marketing Coordinator can be contacted on **9400 4424** to gain access to an authorised version of the City's logo and the guidelines on its use.

All materials that display the City's logo are required to be sent to the City's Marketing Coordinator for approval prior to production.

Delivery of benefits

Please liaise with the City's Coordinator, Recreation Services on **9400 4922** regarding the delivery of ALL benefits outlined in the contributions agreement.

You will need to ensure that you allow enough time for the City to coordinate any support that is required. The City's Coordinator, Recreation Services will provide you with guidance on these time frames.

NOTE: All communication regarding contribution agreements is to be through the City's Coordinator, Recreation Services.

Acquittal

All corporate contributions from the City require a full acquittal to be completed within two months of the agreement being completed.

Please complete all sections of the City's Corporate Contributions Acquittal Form.

For agreements where an acquittal is not possible, as determined by the City, the applicant should provide a report to the City outlining how they met the terms of the agreement within two months of the agreement being completed.

The City's Coordinator, Recreation Services will contact you with any queries regarding your acquittal.

If all acquittal information is satisfactory, you will receive a confirmation letter from the City finalising your contribution agreement.

Future contribution

Upon completion of a single year contribution agreement that does not include an option for renewal, the organisation must reapply to be considered for future contributions.

Please note that your organisation or program will not be funded on the basis that it was supported in previous years.

The City endeavours to ensure the corporate contributions process is fair and equitable to all. Your application will be assessed against the eligibility and criteria outlined previously in these guidelines and competition from other applications or existing corporate contribution agreements in the relevant financial year.

Please do not rely on the City providing funding on an ongoing basis.

Frequently Asked Questions



I'm unsure of which category to apply for. Who can I speak to discuss this?

The City's Marketing Coordinator is available to discuss your application and direct you as to which category best fits your event, program or activity. The City's Marketing Coordinator can be contacted on **9400 4424**.

How many times can I apply for funding from the City?

The City of Joondalup will only accept one funding application for each event, program or activity. If your organisation is considering holding two separate events within the region, only one event can be approved for funding.

Organisations cannot apply for funding through multiple funding programs at the City. Only one funding application will be considered per event/program.

How long will it take to assess my application?

The City endeavours to assess all sponsorship, contribution and donation applications within two months.

Larger applications that are required to be approved by the City of Joondalup Council, may take longer to assess. Any delays will be communicated to the applicant as soon as it is known.

My event was funded last year; do I need to submit another application for this year?

The City will assess applications on a case by case basis and funding is subject to sufficient funds being available in the City's annual budget.

Events that were sponsored in previous years will not be guaranteed funding in the current year. Applications are assessed against the eligibility and criteria listed within this application pack and competition from other applications.

Why do I have to complete the acquittal form?

The completion of the acquittal form signifies the completion of the sponsorship or contribution agreement.

The acquittal form has been introduced to ensure the agreement that has been signed by both parties has been delivered accordingly. It is in the best interests of the City and the applicant to ensure all agreed deliverables are completed within the agreement period.

I am interested in hosting a significant event in the City of Joondalup. Who can I contact to discuss this?

To assist the City in achieving its vision of becoming a bold, creative and prosperous City on the global stage, the City encourages organisations

to develop new significant events to be held within the City in order to broaden economic benefit for Joondalup and enhance the strategic community and tourism planning of the City.

Significant Event sponsorship opportunities can be discussed with the City's Strategic Marketing and Sponsorship Officer on **9400 4169**.

My application doesn't fit within the guidelines of this application pack. Are there any other funding opportunities available through the City of Joondalup?

If your program, event or activity does not fall within these guidelines, the City also offers a range of funding through other programs. Details on these additional programs are listed in the table below.

Additional Funding Programs		
Sport and Recreation Funding	Club Recognition Program	9400 4252
	KidSport	
	Sports Achievement Grant	
	Sport Development Program	
	Community Sport and Recreation Facilities Fund	
Arts and Cultural Grants	Arts Development Scheme	9400 4927
	Mural Arts Program	
Community Funding	Community Development	9400 4952
	Culture and the Arts Development	9400 4927
	Sport and Recreation Development	9400 4252
	Environmental Development	9400 4232

Sponsorship, Contributions and Donations Program – Application Form

Category applying for		
<input type="checkbox"/> Donation <input type="checkbox"/> Corporate Sponsorship <input type="checkbox"/> Event Sponsorship <input type="checkbox"/> Corporate Contributions		
Applicant details		
Name:		
Position:		
Organisation:		
Postal Address:		
Suburb:	State:	Postcode:
Telephone:	Mobile:	
Email:		
Website:		
ABN:		
GST registered:		
Event/Program/Activity Detail		
Name:		
Start Date:	End Date:	
Time:		
Location:		

Description of event, program or activity

- A detailed description of the event, program or activity
- Values of the event, program or activity
- Is the event, program or activity ongoing or a one-off?
- Historical information (eg photographs, media coverage etc), or the success of similar previous initiatives

Costs
Is the event, program or activity free or are there costs involved
Outcomes
Outline specific and measurable objectives for the event, program or activity, including relevant areas such as:
<ul style="list-style-type: none">• Target attendance/participation rate• City of Joondalup and/or community benefit etc.• KPI's

Requests for sponsorship, contributions or donations should be for an event, program or activity located within the City of Joondalup.

- Advise of exact street address location
- If location is outside of the City's boundaries please outline how the event, program or activity will provide 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

Provide significant benefits and return to the City, its residents and/or business community*

- Detail any other benefits the City will receive e.g. economic development benefits, tourism etc
- Outline how the support provided by the City will be promoted. List tangible benefits that will be provided as part of the sponsorship agreement e.g. signage at event, logo on promotional materials etc.
- Clearly identify what will need to be provided by the City, items that require additional funding on top of the requested amount and what is included by the applicant at no cost

The event, program or activity must provide positive exposure for the City and its brand.

- Provide details of the advertising and promotional plan
- Proposed promotional campaign i.e. flyers, advertisements etc
- Proposed expenditure on promotion and advertising
- Media coverage
- Risk mitigation strategies

The event, program or activity should provide opportunity to create long-term value to the City, residents and/or businesses.

- Detail the community and economic value this event, program or activity can provide
- How will it provide this long-term value?

Management experience

- Detail any previous experience in running the proposed event, program or activity or similar events, programs or activities
- Where possible, include profiles of staff involved with the event and relevant experience and resources that will be committed to the successful management of the proposed event.

Background information
<ul style="list-style-type: none"> • Attach any supporting documents such as: • advertising and promotional schedules • references • endorsements
Authorisation
<p>Terms and conditions</p> <ul style="list-style-type: none"> • Submission of this application constitutes acceptance of these Terms and Conditions. • The person submitting this application has read and is familiar with all information outlined in the City of Joondalup Sponsorship, Contributions and Donations Program Application Pack. • The information provided on the Application Form is correct at the date of submission. • Sponsorship applications are assessed on a monthly basis – four months in advance. • Written notification of the outcome of the assessment will be issued within eight weeks of the submission date of the proposal. • If the application is successful, following completion of any details, a sponsorship agreement will be drafted by the applicant outlining the terms of the sponsorship and the duties of each party, which must be signed and kept on file by both parties. • By submitting this application, there is no guarantee that the City will sponsor the event, program or activity. • Applications are not transferable between organisations, events, programs or activities. The application must outline the full details of the event, program or activity and the agreement will apply strictly for the event, program or activity listed in this application. • Sponsorship, contributions and donations are subject to available funds within the City's budget. • The City's decision of assessment of this application is final. • Any changes to this application will be advised to the City as soon as they become known.
Signed:
Date:
Name
Position:
Organisation:



Submission

Please complete all sections of this application and submit it to the City:

In Person

Attn: Marketing Coordinator
 City of Joondalup
 90 Boas Avenue
 Joondalup

Post

Attn: Marketing Coordinator
 City of Joondalup
 PO BOX 21
 Joondalup WA 6919

Email

info@joondalup.wa.gov.au

Enquiries

For further information or enquiries please contact the City's Marketing Coordinator on **9400 4424**.

NOTE: All applications need to be submitted at least four months in advance of the event, program or activity to allow for effective processing of the sponsorship application.



T: 08 9400 4000
F: 08 9300 1383
E: info@joondalup.wa.gov.au
90 Boas Avenue Joondalup WA 6027
PO Box 21 Joondalup WA 6919



joondalup.wa.gov.au

This document is available in alternate formats upon request.