



SPONSORSHIP/PARTNERSHIP APPLICATION FORM

Introduction

The City of Fremantle has a commitment to support projects and organisations that promote and market the City with the aim to create better commerce for all Fremantle businesses, in particular enhancing building local business capacity and employment prospects.

The overall guideline for sponsorship requests is to leverage the overall pool of funds available. Therefore there is an expectation that there will be matching funds (cash or in-kind) allocated by the applicant and that project(s) occur in Fremantle.

Sponsorship applications need to be between a minimum of \$1,000 and \$10,000 per project and be made on the attached form, answering all questions.

Note that applications for amounts over \$10,000 will only be considered in exceptional circumstances.

The applicant is expected to demonstrate the ability to contribute towards the project, show that the project is well thought through and is able to provide an accurate budget.

The applicant will manage the project and be able to demonstrate how the project will benefit the City of Fremantle business community. Projects need NOT be event based.

Applicants who are successful should not assume that funding will be granted in subsequent years for annually recurring projects.

See Sponsorship Guidelines for priorities and eligibilities. It is also expected that there will be research and evaluation of the project. See guidelines for typical research questions.

This information is designed to assist you in making your sponsorship application and to enable the City Marketing Department to efficiently deal with your request. If you require any assistance, please contact Paul Cherednichenko on 9432 9975.

Sponsorship/Partnership Deadlines

Applications will be considered by a sub-committee of the Economic Development & Marketing Advisory Committee on a monthly basis.

Please return application form to:

Attn: Paul Cherednichenko
City Marketing
City of Fremantle
PO Box 807
FREMANTLE WA 6959

Or by email,

citymarketing@fremantle.wa.gov.au

SPONSORSHIP/PARTNERSHIP APPLICATION FORM

This application form **must** be completed in order to be eligible for assessment.

The City of Fremantle has a commitment to support projects and organisations that promote and market the city with the aim to create better commerce for all Fremantle businesses in particular enhancing building local businesses capacity and employment prospects.

Priority is given events/projects which:-

- Increase the number of visitors Monday to Thursday
- Add to the marketing program of Fremantle
- Is held or staged in Fremantle
- Is organised by local or Western Australian organisations
- Assists in attracting new businesses
- Building local business capacity or improving the business climate
- Growth in employment prospects
- Assists in attracting new events/conferences
- Assists in visitor servicing or experience
- Demonstrates substantial contribution from or is primarily supported by Fremantle based organisations or groups of individuals
- Assists in increasing spend in Fremantle
- Measures the success of the project/event (research)

Those **not eligible** for sponsorship:-

- Individual people, administrative funding, staffing costs
- Groups that are not a legal entity (without an ABN) or political/religious organisations
- General fundraising/charities
- Projects that have already occurred/taken place
- Applications that do not fall within the range of \$1,000 to \$10,000 (note exceptional circumstances)
- Interstate or international travel
- Capital or equipment purchases
- Applicants with outstanding acquittals from previous grants
- Receiving funding (cash or in-kind) from the City of Fremantle for the same event/program
- Insufficient information is provided in the application

City Marketing Sponsorship/Partnership Application Form

Project Name: _____

Project Dates: _____

Who are you?

Business/Group/Organisation: _____
Contact Name: _____
Position: _____
Street Address: _____
Postal Address: _____
Telephone: W () _____ H () _____ Mobile _____
Email: _____
Aims of group/organisation: _____

Are you a **local** Fremantle business or Group? Yes No

What is your ABN? _____

Are you GST registered? Yes No

Note: The City of Fremantle can only pay grants to organisations that have a bank account.

If your group is not registered and does not have an ABN you can approach another group or organisation to assist with your application. This group/organisation should be incorporated and would be responsible for the financial management of the sponsorship/partnership. You will need to supply a letter from them confirming their willingness to support your application.

What is the name of business or organisation supporting you? _____

Has the City of Fremantle previously assisted your business/group/organisation by either direct sponsorship or in-kind by waiving services fees? Yes No

If yes, date of previous assistance: _____

If yes, amount of previous assistance: \$ _____

Purpose of previous assistance: _____

PROJECT DETAILS

You are free to attach any further information to support your application.

Project Description – What do you want to do?

Where will your project be held or staged?

Is your project a new, regular or one-off event? Please describe.

Is your project free for the Fremantle community to attend and/or participate? Yes No
If no, please provide cost details (i.e. dollar value) _____

Please describe if and how many Fremantle based organisations or groups support this project.
You may attach letters of support.

The support of the City of Fremantle for its sponsorship/partnership must be acknowledged through the use of logos. The use of the City’s logos must be approved by the Marketing Coordinator.

All artwork etc must be submitted for approval.

PROPOSED BUDGET

Income

Your contribution	\$
In-kind support	
Other sponsorship	
Support from Fremantle organisations	
Box office/entry fees/tickets	\$
Amount requested from the City of Fremantle	\$
Total Income	\$

Expenditure

Total Expenditure	\$

SPONSORSHIP AGREEMENT

If sponsorship is approved I agree:-

- To provide the City of Fremantle with an invoice for the amount granted.
- To notify City of Fremantle immediately if the sponsorship amount granted is to be used differently to that described in the application form.
- To present the City of Fremantle with a report on the event including a financial report of the sponsorship expenditure, copies of material which feature the City's logo and a brief evaluation (including possible market research) of the project's success.
(Further sponsorship will not be approved until outstanding reports are received).

Name: _____

Position: _____

Signature: _____

Date: ____ / ____ / ____

SPONSORSHIP/PARTNERSHIP EVALUATION OF SUCCESS

Project Name: _____

Project Dates: _____

The following are a number of questions that may guide you in evaluating the success of the project. The evaluation is not dependent on providing answers to all questions.

People Attending

- The number of people attending
- Demographics (e.g. age, sex and postcode of where they live)
- Overall satisfaction with the event/project
- How they found out about the event/project? (If conducted previously, did they come in past years?)
- How people travelled to the event/project
- Who the sponsors are
- Likes and dislikes about the event/project
- Expenditure (by attendees) at the event/project

Performers/Exhibitors

- How satisfied with the event/project staging of the event/project?
- Likes and dislikes about the event/project
- Would they participate again?