

SPONSORSHIP/PARTNERSHIP ASSESSMENT FORM 09/10



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.

Name of organisation: _____

Those **eligible** for sponsorship: -

- Must be seen as supporting business (and not perceived as arts & cultural based)
- The event/project must be in the City of Fremantle boundary
- Provide matching funding (cash or in-kind)
- Provide a minimum of 3 months notice of the project
- Provide an event organiser to coordinate the event

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 fund (cash or in-kind) from the City of Fremantle for the same event/program
- Insufficient information is provided in the application

Assessment scale:

- Meets criteria at a high level (3)
- Meets criteria in part (2)
- Meets criteria marginally (1)
- Does not meet criteria (0)

a.	Increases the number of visitors Monday to Thursday	
b.	Adds to the marketing program of Fremantle	
c.	Is held or staged in Fremantle	
d.	Is organised by local or Western Australian organisations	
e.	Assists in attracting new businesses	
f.	Building local business capacity or improving the business climate	
g.	Growth in employment prospects	
h.	Assists in attracting new events/conferences	
i.	Assists in visitor servicing or experience	
j.	Demonstrates substantial contribution from or is primarily supported by Fremantle based organisations or groups of individuals	
k.	Assists in increasing spend in Fremantle	
l.	Measures the success of the project/event (research	
Total		

Sponsorship amount requested: \$ _____

Sponsorship Application: Rejected _____ Approved _____
 Sponsorship Amount: Requested \$ _____ Granted \$ _____