



CITY OF VINCENT

# EVENT SPONSORSHIP 2025 - 2026

Guidelines and Criteria



Events are an essential part of creating cultural opportunities that make Vincent a lively and connected place for people to enjoy. Events activate town centres and sustain artists and the creative economy.

Applications are encouraged for sponsorship funding for a variety of events including art events, family-friendly festivals, concerts, food markets and community and cultural celebrations.

### Important dates

- Applications open: 9am, Monday 10 February
- Applications close: 4pm, Friday 21 March
- Applications approved by Council: Tuesday 13 May
- Applicants notified of outcome: Wednesday 14 May
- Your event takes place between: 1 July 2025 – 30 June 2026

### Eligible

Sponsorship is available for:

- Established commercial businesses and incorporated community groups.
- Applicants with appropriate insurances and licences (public liability, product liability, general property, and workers compensation).
- Events that are free or low-cost. For an event to be considered low-cost the entrance fee or ticket price must be minimal.
- Events that are within a public place within the City's **boundary**.
- Events held between 1 July 2025 and 30 June 2026.
- Events that are smoke and vape free.
- Events that are open to the general public.
- Events that demonstrate alignment to all criteria within these guidelines.

### Not eligible

Sponsorship is not available for:

- Applicants without an Australian Business Number.
- Schools, P&C associations, political or religious groups.
- Events that have commenced or begun promotion. The City can not sponsor retrospectively.
- Purchases of capital equipment, insurances, ongoing and recurring staff salaries, including consultant fees.
- Applicants with outstanding debt to the City.
- Applicants that have failed to satisfactorily acquit previous event funding.
- Applications that are incomplete or missing information.

## Funding

Applicants may apply for sponsorship up to \$40,000. The City will not fund more than half the total cost of the event. Funding will be allocated based on the size and category of the event as per the table below.

Applicants may include in-kind support contributions as income in their projected budgets. For example, applicants may include volunteer time, donated services or equipment in their projected financial contribution. Please note in-kind contributions should not exceed more than 20 per cent of the applicants proposed budget.

Applications will also be assessed in comparison to other applications received to ensure delivery of a diverse event program for the year.

### Funding is available for:

- traffic management
- staging equipment, audio visual, structures and toilets
- performers, entertainers and activities
- art activations
- marketing and promotion
- event-day related staffing costs

Event category	Sponsorship amounts	Crowds	Scoring based on alignment to the criteria. Each criteria will be rated out of 5
Small events	\$5,000 - \$10,000	1,000 – 5,000	A score of at least 35/50
Medium events	\$10,000 - \$20,000	5,000 – 10,000	A score of at least 40/50
Large events	\$20,000 - \$40,000	10,000+	A score of at least 45/50

Criteria refers to the main sections in the application form, Event Details, Event Marketing and Outcomes and Financials.

### In-kind support – City of Vincent

The City may be able to provide the following as in-kind support

- Accessibility and sustainability guidance
- Advice about Welcome to Country or Acknowledgment of Country
- Waste and recycling services
- Ranger/parking arrangements
- Hire of parks, facilities and use of carparks.

### Sponsorship agreements

Successful applicants will enter into a written agreement with the City to manage the partnership and outline key responsibilities for both parties. The City will be under no obligation to provide sponsorship until both parties have executed the agreement.

### Acquittal process

Successful applicants will be required to submit an Acquittal Report detailing your event activity and outcomes, and how the Sponsorship was expended. Please note proof of purchase for all Event Sponsorship expenditure will need to be submitted with the Acquittal Report.

## Welcome to and Acknowledgment of Country

An Acknowledgment or Welcome to Country is to be given at all events receiving sponsorship from the City.

### Accessibility

The applicant should make every effort to create an event that is accessible for people with disability and the LGBTIQ+ and culturally and linguistically diverse communities.

### Helpful links

- [Department of Health Guidelines for concerts, events and organised gatherings](#)
- [City of Vincent Strategic Community Plan](#)
- [City of Vincent Town Centre Place Plans](#)
- [City of Vincent Healthy Food and Drink Policy](#)

### How to apply

Click [here](#) to apply. Applications close 4pm, Friday 21 March.

### Canvassing of Elected Members

Canvassing or lobbying to the Mayor, Councillors or City of Vincent employees in relation to any sponsorship application will result in the application being ineligible for sponsorship.

### Contact us

Community and Civic Events Officer  
[mail@vincent.wa.gov.au](mailto:mail@vincent.wa.gov.au) or  
9273 6000