

# Event Sponsorship Program Application Form 2025-26 Round 1

## Form Preview

### Applicant details

\* indicates a required field

### Organisation details

#### Organisation

Organisation Name

#### ABN

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

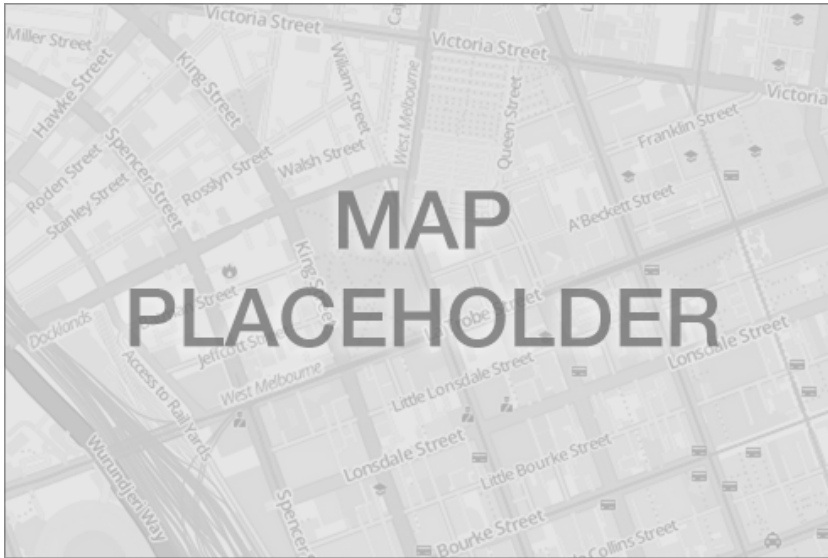
Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	<a href="#">More information</a>
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

#### Primary address

Address

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**Postal address \***

Address

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.

**Website \***

Must be a URL.

**Contact person \***

Title      First Name      Last Name

**Position / title**

**Phone number \***

Must be an Australian phone number.

**Contact email address \***

Must be an email address.

## Event information

\* indicates a required field

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### Event summary

**Event name \***

**Event start date \***

Must be a date.

**Event end date \***

Must be a date.

**Event location \***

Please select the primary event location or event hub

**Brief description \***

Word count:

Must be between 50 and 250 words.

Provide a short summary description of your event.

### Description and purpose of the event

Provide a brief overview of the event addressing each of the following.

**Target audience \***

Provide a description of the target audience and participants likely to attend the event. E.g. age ranges, demographics, visitor origins.

**Event content/program \***

Provide a detailed description of all components of the event and event program.

**Event venue(s) \***

Where will the event be held? Explain why this location is needed relating to target audience and event content.

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### Event timing \*

Explain why you have selected your specific event dates or if dates are flexible

### Event duration \*

Number of days, times, weeks the event will run for including bump in/out times identified (if applicable).

### Event history \*

Provide an overview of the history of the event. When did it begin, how did it grow, evolve and develop over time?

### Scale of the event \*

Is the event part of a state, national or international competition or tour?

## Event attendance

Please breakdown estimated attendee numbers as applicable. If any of the below attendee types do not apply for your event, please enter 0.

### Participants / ticket holders \*

Must be a whole number (no decimal place).

### Spectators \*

Must be a whole number (no decimal place).  
If this

### Event officials, staff or contractors \*

Must be a whole number (no decimal place).

### Volunteers \*

Must be a whole number (no decimal place).

### Total attendance

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This number/amount is calculated.

### Event objectives, management and growth

#### How will your event make a difference to the City of Busselton community? \*

- |  |  |
|--|--|
| <input type="checkbox"/> Social benefit, community connection                            | <input type="checkbox"/> Generation of direct and indirect economic benefits                 |
| <input type="checkbox"/> Promotion of cultural diversity and inclusion                   | <input type="checkbox"/> Industry/business growth  |
| <input type="checkbox"/> Place making to add vibrancy and activation to a specific place | <input type="checkbox"/> Increase the attractiveness of the City of Busselton for investment |
| <input type="checkbox"/> Physical and/or mental health benefits to participants          | <input type="checkbox"/> Educate and raise awareness   |
| <input type="checkbox"/> Bringing visitors to the City of Busselton                      | <input type="checkbox"/> Other   |

#### State the objectives, purpose or expected outcomes of the event. \*

These should be clearly defined, achievable and measurable.

#### What is the plan for future growth of the event? Will it be held annually, biannually or is it a one-off event? \*

#### Why is your organisation best placed to run this event? \*

Consider skills, experience, governance/structure, contacts, capabilities of your organisation.

## Funding information

\* indicates a required field

### Available funding streams

#### The City of Busselton Event Sponsorship Program offers two streams of funding:

- **Economic focused events** aim to bring visitation to the region and generate economic benefits as a result; provide significant media exposure and promotion of the City of Busselton and surrounding region.
- **Community focused events** bring community together and provide free or low-cost experiences and activities; strong social benefits; promotion of cultural diversity and inclusion.

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**Still unsure of which funding stream to select?** If the event aims to attract visitors from outside the region, you are an economically focused event.

**Which funding stream are you applying for? \***

- Economic focused
- Community focused

No more than 1 choice may be selected.

**Proposed use of Events Sponsorship Program funding \***

If successful, how will the funding assist your event.

**Total event budget \***

Must be a dollar amount.

**Estimated spend on local suppliers \***

Must be a dollar amount.

**City funding request (Cash) \***

Must be a whole dollar amount (no cents) and at least 1000.

**Are there any other ways the City can support your event?**

## Event assessment and outcomes

\* indicates a required field

### Strategic alignment

Explain how your event supports one or more of the below City of Busselton Event Strategy themes.

If a theme does not relate to your event, please answer with N/A.

**Diversity strategy: Events to activate off-peak times for both the community and visitors that are inclusive, diverse and vibrant.**

**Is the event planned during a shoulder or off peak tourism time (May - October) of the year?**

- Yes  No

Preference will be given to events at these times of the year.

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**Is the event scheduled outside of school holidays or a public holiday(s)/long weekend? \***

Yes

No

**Are you aware whether your event coincides with any other events in the area/region? \***

Explain how you would manage potential impacts or opportunities for collaboration.

**Localise strategy: Events that celebrate its unique cultural, social and economic strengths by engaging with local content, characters and infrastructure. \***

**Hallmark strategy: Events that increase visitation and local economic impact. Attract and retain sustainable, high-quality iconic events for maximised direct economic return. \***

**Venues strategy: Event programs that showcase the City's unique venues and natural environment as a sustainable competitive advantage. \***

### Local business engagement

**How do you plan to engage and contract local suppliers/businesses within the City of Busselton. \***

### Tourism outcomes and estimated economic impact

**Estimate the economic impact of the event. This can be completed by incorporating the:**

- 1.Total anticipated number of attendees (participants, spectators, officials, volunteers and others travelling specifically for the event), by origin (local, intrastate, interstate or international)

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2. Estimated length of stay

3. Estimated average daily \$ (expenditure). This may include accommodation, meals, entertainment, local services etc.

Please use the latest economic impact data from Tourism WA, obtained from [Tourism WA Latest Tourism Statistics](#) as your baseline.

### Event attendees

**Local \***

Must be a number.  
Resides in City of Busselton.

**Intrastate \***

Must be a number.

**Interstate \***

Must be a number.

**International \***

Must be a number.

**Total event attendees \***

This number/amount is calculated.

### Nights stayed

**Local \***

Must be a number.  
Resides in City of Busselton.

**Intrastate \***

Must be a number.

**Interstate \***

Must be a number.

**International \***

Must be a number.

**Total average stay \***

This number/amount is calculated.

### Average daily \$

**Local \***

Must be a dollar amount.  
Resides in City of Busselton.

**Intrastate \***

Must be a dollar amount.

**Interstate \***

Must be a dollar amount.

**International \***

Must be a dollar amount.

**Total average daily spend \***

This number/amount is calculated.

### Total estimated economic impact

This number/amount is calculated.

This field will calculate based on total attendees, multiplied by average stay and spend.

### Social benefit

**What initiatives or strategies will you undertake to encourage community involvement of your event ie volunteering opportunities, community fundraising etc? \***

**How will you make the event accessible and inclusive? \***



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How will you ensure everyone is welcome with barriers to participation removed? Consider vulnerable populations e.g. People with disability, culturally and linguistically diverse people, LGBTQIA+ and people experiencing financial hardship.

### Environmental impact

The City has a [Sustainable Events Guide](#) that you will need to be aware of to answer the following questions.

**Does the event adhere to the principles contained in the Sustainable Events Guide? \***

Yes

No

**How will you manage the impact of your event on the environment(s) in which you plan to operate? \***

### Media and marketing

**What is the total marketing budget? Please provide a breakdown of this budget, including local media spend. The prestige of an event is measured on the following criteria:**

- Level of competition
- Naming rights and other major sponsors
- Involvement of renowned national and/or international artists/performers/competitors
- Number of patrons/attendees

**Provide a description of your marketing activities (including timeframe) that will be undertaken to promote the event. \***

**Please detail whether marketing and media is targeted to local, state, interstate and/or international audiences. \***

**If you have a separate marketing strategy, please provide as an attachment.**

Attach a file:

**How will the event promote and showcase the City of Busselton? \***

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**Describe the opportunities that will be made available to the City of Busselton Council and representatives including recognition, branding opportunities, public announcements/speeches, award presentations, event attendance and other promotional benefits. \***

### Event evaluation and reporting

**Describe how you will measure the success of the event and the achievement of the event objectives ie survey methods, ticket sale data etc as part of event reporting? \***

### Event budget overview

Provide details of all cash, in-kind or other income sources. These might be received from:

- Local businesses
- Local government or tourism authorities
- State/National Government bodies
- Corporate/private sector
- Other

### Income - cash

Source	\$	Result	
E.g. Tourism WA / LotteryWest / Ticket sales / Local business sponsor		E.g. Pending / We made \$300 / Approved	
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

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	\$		
	\$		

Income - cash total

**Total income amount**

\$

This number/amount is calculated.

Income - in-kind or other

**List the in-kind expenditure relating to your event. \$**

	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$

Income totals - in-kind

**Total in-kind expenditure amount**

\$

This number/amount is calculated.

Expenditure - cash

**List the cash expenditure relating to your event. \$**

	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$

Expenditure totals - cash

**Total cash expenditure amount**

\$

This number/amount is calculated.

### Declaration

\* indicates a required field

#### Declaration

I, the undersigned, certify that I have read and understood the Event Sponsorship Program Guidelines, that I have been authorised to submit this application and that the information contained herein and attached is, to the best of my knowledge, true and correct.

**Name \***

**Position \***