

# ***ECONOMIC DEVELOPMENT & TOURISM ICONIC EVENT SPONSORSHIP GUIDELINES 2022/2023***

*The City of Rockingham invites applications for the Iconic Event Sponsorship Program (IESP) for funding towards iconic events that deliver significant economic benefits to Rockingham Businesses.*

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| <b>Director Endorsement Date:</b> | 20/09/2022           | <b>Amendment No.</b>          | 2          |
| <b>Amendment Dates:</b>           | 23/06/2021, 20/09/22 | <b>Next Scheduled Review:</b> | 20/09/2024 |

## Iconic Event Sponsorship Guidelines

### SCOPE

The City of Rockingham is committed to supporting iconic events in line with its Economic Development Strategy 2020-2025, and Tourist Destination Strategy 2019 – 2024. These guidelines relate to eligible organisations wishing to apply for sponsorship to assist with the delivery of iconic events that take place within the boundaries of the City of Rockingham.

**Any successful funding application is for one year only.**

**The maximum contribution of sponsorship funding provided by the City cannot exceed 50% of the total event budget.**

### ICONIC EVENTS

An iconic event is one that generates significant economic benefits and destination awareness to the Rockingham region. An iconic event may be:

- (a) An annual or recurring event: or
- (b) A one-off feature event

Iconic events provide participants with experiences that support the tourism brand “Rediscover Rockingham: where the coast comes to life”. They provide opportunities to market the destination outside the Rockingham region by generating awareness and gaining extensive/ high profile media coverage.

An iconic event should generate significant economic impact for the local economy, and increased rates of visitation during the event from people outside the Rockingham Local Government Area.

### ELIGIBILITY

**Grants will only be considered if:**

- ✓ The applicant has current suitable public liability insurance at the time of the iconic event (minimum coverage \$20 million);
- ✓ The iconic event delivers significant economic impact for the Rockingham region through events-based visitation and associated visitor spend with consideration to:
  - Number of visitors who will travel specifically to attend the event from outside the region
  - Average length of stay
  - Estimated daily expenditure
- ✓ The iconic event takes place at a strategic location within the boundaries of the City of Rockingham;
- ✓ The applicant can demonstrate experience of managing similar scaled events or state partnerships utilising these skill sets to deliver a successful event;
- ✓ The applicant identifies the City as a major or naming rights sponsor; and
- ✓ Marketing schedule to be supplied with submission.

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**Grants will NOT be considered if:**

- ☒ The applicant is a Local, State or Commonwealth authority;
- ☒ The applicant has already received a grant from the City of Rockingham for the same iconic event (excluding events held in prior years);
- ☒ The applicant has failed to acquit any previous City of Rockingham grants;
- ☒ The applicant does not supply all supporting documentation; or the application is incomplete;
- ☒ The applicant is requesting funding for retrospective payments;
- ☒ The iconic event is due to take place in an unreasonable timeframe after lodgement of the application (considering approval, organising and marketing requirements for the event);
- ☒ The event’s implementation and commitment relies solely on sponsorship from the City;
- ☒ The event is not considered to be aligned with the City’s brand and values;
- ☒ The event is primarily considered community-based and would only attract local visitors and participants;
- ☒ The event’s primary purpose is political; and
- ☒ The event’s primary purpose is religious.

**OPEN ALL YEAR ROUND**

Funding for the Iconic Event Sponsorship Program is open year-round or until budgeted funding is fully committed. However, event proponents must meet and engage with the City’s Economic Development & Tourism department well in advance of the proposed event dates.

**BUDGET**

- ✓ When preparing the budget breakdown, applicants must list all expenditure items exclusive of GST. Applicants must identify which items of expenditure will be funded by which funding sources;
- ✓ Items identified in the City’s requested grant section, must be listed in order of priority;
- ✓ Any change of circumstances requiring re-allocation of funded expenditure items will require written approval by the City prior to spending;
- ✓ Applicants must demonstrate a financial contribution to the event; and
- ✓ Successfully securing financial contributions from other external funding sources to deliver the event will be viewed favourably.

Applicants are advised that reimbursement to the City is mandatory for any unspent grant funds.

**ELIGIBLE USE OF SPONSORSHIP FUNDS**

- ✓ Marketing costs associated with the event that increase awareness of the Rockingham region and increases visitation to the Rockingham region. This may include online marketing, webcasts, brochures, posters, flyers, TV or radio advertisements etc;
- ✓ The engagement of specialised personnel to further develop and/ or market the subject event;
- ✓ Hire of temporary infrastructure that will improve access, visitor experience or the safety of the event (i.e. temporary toilets, fencing, disability equipment, grandstand/ seating, marquees, podiums etc);
- ✓ Appearance fees and travel costs (i.e. artists or personalities);
- ✓ Entertainment;
- ✓ Venue or location based costs (excluding bonds and/ or seasonal ground allocation); and
- ✓ Security.

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**INELIGIBLE USE OF SPONSORSHIP FUNDS**

- Insurance and legal costs;
- Capital or equipment purchase costs;
- Prize money;
- Sanctioning fees;
- Staff costs;
- Administration expenses/ sundries;
- Bonds (such as for the venue or equipment);
- Anything that is considered to provide a benefit to the proponent outside the event

**QUOTES**

The City supports the use of local businesses located within the City of Rockingham for any quotes that may be sourced in relation to the supply of goods and services for the event. Local suppliers must constitute a minimum of 50% of the total City’s sponsorship funding for an event, as demonstrated by the applicant (allowance may be given for areas of specialty where the supply cannot be sourced locally).

Applications which demonstrate a higher percentage of total event spending with local suppliers and providers will be viewed favourably.

**Please refer to Post Event Evaluation Report & Acquittal (p6) for further information about quotes.**

**APPLICATION ASSESSMENT PROCESS**

Following the receipt of each sponsorship application, the application will be independently assessed by the City and this process can take up to 30 days.

If any application is referred to the City Executive or Council for a decision this may take additional time (although the applicant will be notified), therefore applicants are encouraged to submit an application as soon as possible.

**MARKETING AND PROMOTIONAL EXPECTATIONS**

- ✓ Marketing of the event will align with Rockingham’s Tourist Destination Strategy & Economic Development Strategy;
- ✓ Media coverage and brand exposure targeting people from outside the Rockingham region;
- ✓ Spoken acknowledgements where applicable (i.e. by MC/ presenters);
- ✓ Written acknowledgements where applicable (i.e. website, social media, newspapers);
- ✓ Logo on printed material (adhering to style guide);
- ✓ Out of region marketing campaign;
- ✓ Opportunities provided to the City to leverage media partnerships, talent, and/or influencers to promote Rockingham as a tourist destination.

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### **DEMONSTRATE ECONOMIC BENEFIT**

The City of Rockingham will evaluate applications with regard to the following:

- ✓ Expected number of visitors from outside of the Rockingham region who will attend the event;
- ✓ The estimated daily visitor spend;
- ✓ Length of stay in overnight accommodation;
- ✓ Opportunities for local business to leverage the event;
- ✓ Ability to support destination marketing outcomes and generate awareness;
- ✓ Provision of a proposed event budget identifying:
  - Allocated expenditure for the requested sponsorship amount
  - Allocated local expenditure within the Rockingham region.

Please provide methodology, rationale and justification of the economic benefit estimates, and please be aware that these estimates may be included as contracted KPIs in the sponsorship agreement and measurement of these KPIs may form part of the acquittal and evaluation.

### **EVALUATION CRITERIA**

Assessment of each eligible application will be evaluated against the areas of: Economics; Tourism; Financial Stability; Media and Marketing; Local Content & Activation and Risk Profile. No application is guaranteed funding approval.

An application will only be considered complete if it addresses each line item within the Marketing and Promotional Expectations and Demonstrate Economic Benefit sections within these guidelines.

### **APPROVAL CONDITIONS**

If the application is successful, two office bearers of the applicant organisation will be required to sign a sponsorship agreement committing to compliance with all legislative and planning requirements, and any other conditions imposed on sponsorship funding.

A copy of the signed sponsorship agreement and invoice for the amount awarded must be returned to the City within 30 working days. If you are eligible for GST, identify this amount in your "Tax" Invoice.

It is the responsibility of the applicant to determine which approvals are required and submit the appropriate documentation. The applicant must not proceed with the project without formal approval from the appropriate authority, including but not limited to the City's Planning and Development Department, Building Services and Health Services.

Event planning should also conform to the latest advice from WA Health with regards to restrictions around the number of attendees and social distancing requirements.

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### POST EVENT EVALUATION REPORT & ACQUITTAL

Successful Iconic Event Sponsorship applicants must submit an evaluation and acquittal report within 90 working days post event.

For the purposes of the acquittal, proof of paid invoices up to the total amount of the City's awarded grant (funded expenditure items only) must be provided (this can include receipts and/or other appropriate verification). It is expected that these will be in line with the original quotes provided.

Applicants are reminded that reimbursement is mandatory for any unspent grant funds; that any change of circumstances requiring re-allocation of funded expenditure items requires written approval by the City prior to spending; and that the City expects local suppliers to constitute a minimum 50% of the City's sponsorship funding.

Evaluation of local economic benefit should also be specifically provided, including determination, methodology and sample verification.

Unsatisfactory acquittal is likely to lead to refusal of future applications, or reimbursement of the City's sponsorship funding in extreme cases.

### Director Approval

**Director Name:** Michael Holland

**Director Title:** Director Community Development

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