

# Event Sponsorship Program Guidelines

Town of Victoria Park

# A dynamic place for everyone

**The Town of Victoria Park is nestled close to the Perth CBD (five kilometres to be exact), flanked in part by the Swan River foreshore. Our iconic main street, Albany Highway, is one of the longest commercial strips in the southern hemisphere, attracting people near and far to our plethora of cafes, restaurants, and shops.**

Home to almost 40,000 residents, we are a thriving community with excellent parks, recreation facilities and major attractions, such as Perth Stadium, Curtin University and Mineral Resources Park. Our residents' vision is that the Town is a dynamic place for everyone. A town with a close-knit feel, big heart, and vibrant personality – where people flock to live, visit our attractions and events, run their businesses, dine, and shop.

## Behind the vision

**We are Perth's most empowered and engaged community**

We come together to form community led initiatives, collaborate on decisions, and create better outcomes.

**We are Perth's premier place for entertainment and entrepreneurship**

The Town is the leading place for entertainment, events, and for people to open and run their businesses. We host hundreds of cultural, arts, music and sport events throughout the year and want to continue to bring our community together, whilst drawing others from across the state.

**We lead in sustainability**

We lead by example and aim to become even more sustainable by integrating principles related to sustainability into our operational approach and strategic direction.

**We put people first in urban design and safety**

We're creating places and spaces that are even more walkable, safe and with a diverse mix of uses.

**We are inclusive and connected with a thriving community**

The Town is improving connections and striving for more inclusivity, among people from different cultures, different age groups, different abilities, and different interests. We celebrate the rich diversity of our town.

**Our mission?**

To communicate with, empower and support our community and promote social, economic, and environmental sustainability to create our vision.




"We host hundreds of cultural, arts, music and sport events throughout the year and want to continue to bring our community together..."

# Our Events Sponsorship Program

Through our Events Sponsorship Program, we aim to maximise opportunities for collaboration and partnerships between the Town and likeminded organisations.

## Are you eligible?

To be considered to receive event sponsorship from the Town, you must meet our application eligibility criteria.

## Eligible

- Event sponsorship may only be given or received from an organisation, which is:
  - An established and solvent commercial business or operator; or
  - An established and solvent incorporated community group.
- The applicant's event must be aligned with our strategic direction, policies, mission and vision.
- The event must be hosted within one of the Town's precincts (see our map on page 9).

Expressions of interest for event sponsorship must be submitted at **VicPark.info/EventSponsorship**






## Not eligible

- An organisation **is not** eligible to receive sponsorship if they meet any of the following:
  - The organisation is insolvent.
  - The organisation has an outstanding debt to the Town.
  - The organisation has failed to submit a satisfactory acquittal for a previous Town funding program.
  - The organisation is in legal or financial conflict with the Town.
  - The organisation connects the Town with a political party or lobby group; or
  - The organisation has received financial support through another program from the Town within the same application period/sponsorship term.
- The sponsorship must not compromise the Town's values, public image, ability to fulfil its functions or influence decisions or actions.
- The sponsorship must not provide personal financial benefit to the Town's employees or elected members, or the employees or directors of the person/body receiving sponsorship.
- The request for sponsorship is within less than six months of the event date.

# Available sponsorships

Applications will be assessed by a panel which will recommend sponsorship arrangements to the Council.

The panel will assess proposed sponsorship arrangements against a weighted criterion to ensure a fair process and maintain integrity.

## Major Event Sponsorship

We are looking for a large-scale event to include in our annual events program. We welcome applications of sponsorship from $20,000 up to $100,000 for events from:

- Established commercial businesses, incorporated community groups or not-for-profits
- Applicants with appropriate insurances and licences (public liability, product liability, general property, and workers compensation)
- Events that are free or low cost to attend, and are within a public place in the Town's boundary

**We are looking for events that**

- Activate key activity areas such as Albany Hwy, Lathlain, Carlisle or the Burswood Peninsula
- Celebrate the performing arts, cultural diversity, food or vibrancy of the area
- Support tourism in our Town
- Lend themselves to being a recurring signature event for Vic Park that we can create a long-term partnership with
- Are free or low cost to attend

## Smaller activations – Vibrancy Sponsorship

We welcome applications for small events that are diverse and amplify the Town's strengths and demographic diversity. We welcome applications up to $20,000 for events from:

- Smaller entities such as schools, P&C groups, not-for-profit organisations, charities and sporting associations
- Applicants with appropriate insurances and licences (public liability, product liability, general property, and workers compensation)
- Events that are free or low cost to attend, and are within a public place in the Town's boundary

**We are looking for events that**

- Are events targeted at Vic Park Locals
- Encourage a lively and connected community
- Encourage use of public open spaces and facilities
- Recognise and fill a gap in the Town's current Events Plan



"We believe events have a positive impact on community life."

THINGS TO CONSIDER IN YOUR APPLICATION

# Aligning with our mission and vision

## Social

How will your event appeal to a diverse community, encourage participation and attendance improve access to arts, history, culture and/or education and facilitate a sense of belonging and local pride? Include details around who your event is for and how the event will engage with our local and surrounding communities. The Town also strives to provide access and equity in service provision for everyone, including people with disability. So, it's important to consider how people with disability can have the same opportunities as others to access your event.

## Economic

Our town is home to a rich variety of people, creative practitioners, groups and businesses (we're a good bunch). Our mission is to create a clean, safe, and accessible place for business and tourism.

## Environment

How will your event promote sustainable practices and minimise environmental impact? The Town's facilities and events adhere to a single-use plastic and polystyrene free approach. Be sure to include how you will minimise waste in your application. Check out our website for helpful information at **vicpark.info/Recycling**. We also have excellent public transport options and connected paths for walking and cycling. Consider how you'll encourage alternate transport arrangements and have a look at our map for plenty of accessible locations to host your event.

## Civic Leadership

How will you manage and successfully deliver your event? Provide a well thought out plan, including things like additional funding sources, your organisation's capacity and resourcing to deliver the event and examples of previous projects.

## What type of events are we looking for and where can you host them?

We have heaps of amazing spaces to host events - check out our map to see where you can hold yours, pending availability. Locations include, but are not limited to:

### BURSWOOD PENINSULA

Surrounded by the beautiful Swan River, parkland, bike trails and big entertainment hubs, Burswood Peninsula is the perfect spot for sporting events, including fun runs, competitions, junior athletics, cycling and more.

### CARLISLE / LATHLAIN

This precinct is home to lots of leafy green parks and ovals, making it a great location to host outdoor festivals and cause-based events. For example, NAIDOC week celebrations, youth events, environmental/ sustainability workshops, and small business markets.

### EAST VICTORIA PARK

A buzzing hub packed with eateries, shops and parks and, of course, part of our vibrant Albany Hwy strip, East Vic Park has lots to offer in terms of arts and culture, making it perfect for art exhibitions, night markets, music and orchestras, theatre in the park, and more.


EXPLORE
VIC PARK
BURSWOOD POINT
PERTH STADIUM STATION
OPTUS STADIUM
MATAGARUP BRIDGE
BURSWOOD PENINSULA
VICTORIA PARK DRIVE
BURSWOOD STATION
CROWN PERTH
GREAT EASTERN HWY
BURSWOOD SOUTH
LATHLAIN
BOORLOO BRIDGE
MCCALLUM PARK ACTIVE AREA
TOVP ADMIN
VICTORIA PARK STATION
LATHLAIN PLACE
ROBERTS RD
MINERAL RESOURCES PARK
SHEPPERTON RD
ARCHER ST
VICTORIA PARK
ALBANY HWY
MILLER ST
CARLISLE
CARLISLE STATION
RUTLAND AVE
LIBRARY
LEISURELIFE
KENT ST
OATS ST STATION
WELSHPOOL INDUSTRIAL AREA
BERWICK ST
EAST VICTORIA PARK
AQUALIFE
ALBANY HWY
HILL VIEW TCE
ST JAMES
JARRAH RD
PERTH HOCKEY STADIUM
KENT ST
CURTIN UNIVERSITY & BENTLEY
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# Important things to note

## Acknowledgement of Country

An Acknowledgement of Country or Welcome to Country must be given at all events receiving sponsorship from the Town.

## Canvassing of Elected Members

Canvassing to the Town Mayor, Councillors or employees may result in your application being disqualified. Please ensure you follow the correct application process and, if any supplementary information needs to be provided, please contact our Events, Arts and Funding team.

## Dates and deadlines

- Sponsorship applications must be submitted a minimum of six months prior to the event date.
- Sponsorship term – The event must be held within 12 months of the sponsorship agreement period.
- Expressions of interest for event sponsorship must be submitted at **VicPark.info/EventSponsorship**

## Have a question? Contact us

Events, Arts and Funding team
**admin@vicpark.wa.gov.au**



# WE'RE OPEN
## VIC PARK

**#LOVEVICPARK**

victoriapark.wa.gov.au