

# MAJOR EVENTS SPONSORSHIP SCHEME APPLICATION FORM

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Application Form:

[Insert Event/Project Name]

**RETURN COMPLETED APPLICATION TO**  
[nancy.milligan@roebourne.wa.gov.au](mailto:nancy.milligan@roebourne.wa.gov.au)

**DIRECT ALL ENQUIRIES TO**  
**Nancy Milligan**  
**Events Coordinator, Shire of Roebourne**  
**08 91868 8632**  
[nancy.milligan@roebourne.wa.gov.au](mailto:nancy.milligan@roebourne.wa.gov.au)

Prepared by: [Insert Name]

[Insert Date]

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## 1 CONTACT INFORMATION

|                        |  |
|------------------------|--|
| <b>Name:</b>           |  |
| <b>Position:</b>       |  |
| <b>Street Address:</b> |  |
| <b>Phone:</b>          |  |
| <b>Email:</b>          |  |
| <b>Website:</b>        |  |

## 2 EVENT INFORMATION

|  |  |
|--|--|
| <b>Event/Project Name:</b>                 |  |
| <b>Name of Organisation Applying:</b>      |  |
| <b>Event/Project Date/Time:</b>            |  |
| <b>Brief Description of Event/Project:</b> |  |
| <b>Proposed Venue:</b>                     |  |
| <b>Estimated Audience/Participants:</b>    |  |
| <b>Ticket Price:</b>                       |  |
| <b>Local Suppliers to be Engaged:</b>      |  |
| <b>Licensed/F&amp;B:</b>                   |  |

*\* Enter N/A for any sections not applicable*

### 3 FUNDING REQUEST

State the amount of funding being requested:        \$                ex GST

Please note that the funds will be paid according to a Payment Schedule to be outlined in the Sponsorship Contract. This Payment Schedule will be set based on milestone achievements and will be set at the discretion of the Shire of Roebourne.

For In-Kind support please provide the particulars of items required. This will be costed and the total amount will be added to the cash funding requested. The Shire of Roebourne can provide in-kind support in the areas of venue hire and waste (bins).

- Waste: *Please indicate how many bins are required and for what timeframe.*
- Venue Hire: *Please indicate which Shire venue is required and for what timeframe.*

Outline how the funding requested will elevate/improve/develop the event:

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#### 3.1 Event Budget

The funding request cannot exceed 40% of the total event costs.

In the below format, please provide the detailed budget for the event including all expected income and expenses.

| INCOME  | ex GST                        |
|---|-------------------------------|
| <i>Detail all income; sponsorships, grants, ticket revenue, royalties, entry fees etc</i>   |                               |
|   |                               |
| Funding Request – Shire of Roebourne  | \$                            |
| <b>SUBTOTAL</b>   | \$                            |
| EXPENSES  | ex GST                        |
| <i>Detail line by line expenses; production, marketing, employment, equipment, travel, catering, venue hire, waste, performance fees, contractor fees etc</i> |                               |
|   |                               |
|   |                               |
|   |                               |
| <b>SUBTOTAL</b>   | \$                            |
| <b>PROFIT/LOSS</b>  | <b>\$Income-less-Expenses</b> |

## **4 RETURN BENEFIT TO THE SHIRE OF ROEBOURNE**

### **4.1 Economic Impact**

Outline how event/project will have a positive economic impact on the Shire of Roebourne. Consider visitation, expenditure with local business and where possible provide an anticipated dollar value of this impact.

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### **4.2 Media Impact**

Outline what the expected media exposure is from the event. Note this does not include PAID event advertising. This impact includes all news/editorial/social media coverage of your event.

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## **5 EVENT MANAGEMENT**

### **5.1 Capability**

Describe the event/project owner's previous experience and capability of running this and/or similar types of events/projects. Where possible Letters of Reference should be attached.

### **5.2 Event Management Structure**

Describe the structure that will be in place for the management of the event/project. Include organisational structure (committee, board, executive staff, work group etc) as well as event contractors to be engaged to deliver part or all of the event/project.

### **5.3 Insurance & Risk Management**

Detail here or attach to application current certificates of public liability, personal accident (volunteers) and worker's compensation (paid workers) insurance appropriate to the size and scope of proposed event/project.

Detail or attach to the application current risk management plan, or an existing risk management plan developed by applicant for another event/project.

Note that all successful applicants will need to provide a risk management plan to the satisfaction of the Shire of Roebourne as part of the contractual obligations.

## **6 EVENT/PROJECT PROPOSAL**

Please attach a detailed Sponsorship Proposal addressing at minimum the following areas:

- Event Description; objectives, purpose, target market, program content
- Event Implementation Schedule; milestones and event time program
- Event Management; resourcing, contractors, suppliers
- Marketing and Communications
- Risk Management
- Budget
- Sponsorship Recognition for Shire of Roebourne