



# Event Sponsorship Scheme Guidelines

## How to apply

Forward your application to [info@capel.wa.gov.au](mailto:info@capel.wa.gov.au) or PO Box 369 Capel WA 6271 or deliver to the Shire of Capel Administration Building, 31 Forrest Road, Capel  
For further information please contact the office on 08 9727 0222

## Section 1 - Overview

The Shire of Capel's Event Sponsorship Scheme provides support for a range of sporting, arts, cultural and community events throughout the region. The Shire can provide either an in kind and/or cash contribution to the development and implementation of events in the Shire of Capel. The Events Sponsorship Scheme aligns with our future directions in the Shire of Capel's Strategic Community Plan (2023 – 2033).

Strengthen and enhance the well-being of our community.

1.1 - A more engaged community

1.2 - A capable community that drives community activation and participation

Foster a dynamic, diverse, and strong local economy.

3.1 - Increase support and advocacy to stimulate greater local and business success, investment and diversity.

3.2 - Effective promotion of the Shire and its towns

We are committed to this strategic priority by reviewing and improving the Event Sponsorship Scheme and developing a Shire of Capel Event Strategy, to showcase the Shire of Capel as a place of events and tourism.

One of the key ongoing initiatives will be increasing the promotion of the Shire of Capel events via the Shire of Capel's website calendar [capel.wa.gov.au/events](http://capel.wa.gov.au/events). The community will be able to upload their event details to be promoted providing an up-to-date reference of the latest information on sporting, arts, cultural and community events. Additionally linking to the Shire of Capel Facebook page [@shireofcapel](https://www.facebook.com/shireofcapel) and access to promotional partnerships. All events receiving sponsorship will have the opportunity to be part of these exciting initiatives.

## Section 2 – Event Sponsorship Programme

Community groups, clubs, not-for-profit and for-profit organisations that are considering conducting an event that is of community benefit and require financial assistance and support are encouraged to complete an Event Sponsorship Scheme Application.

In terms of community benefit, we can assist applicants (you) to host sustainable events that:

- Encourage visitation to the Shire.
- Produce economic, environmental, and/or social benefits.
- Encourages community engagement.
- Raises the Shire's profile as a tourist and events destination.
- Links to the Shire of Capel's Strategic Community Plan
- Are open to the wider community.
- Occur within the Shire of Capel.



## Section 3 – Event Sponsorship Scheme Process

Two sponsorship rounds may be considered within the financial year subject to available funds. Should all funds be awarded in Round One, Round Two will not proceed.

### **The application process is as follows:**

Round One: Mid-June to 31 July (Advertisement Period)

Round Two: Mid-December to 31 January (Advertisement Period)

Advertisement on the Shire of Capel Website, Facebook pages, and local community publications.

Round One: 1 to 31 July (Application period)

Round Two: 1 to 31 January (Application period)

- The application period opens, and submissions are accepted. Only one application per organisation will be funded each financial year.
- Application forms are made available from the Shire of Capel's website [capel.wa.gov.au](http://capel.wa.gov.au) or by contacting the Shire of Capel Community Development Officer via [info@capel.wa.gov.au](mailto:info@capel.wa.gov.au).
- Guidance and support can be provided for applicants to ensure applications meet minimum compliance standards and ensure lodgement by the end of the month advertised.

### **The assessment period is as follows:**

1 to 31 August (Assessment period)

1 to 28 February (Assessment period)

- The application period closes.
- Applications are assessed by the event panel. (The panel represents staff across the Shire and can include officers from the Community Development, Environmental Health, Strategic Planning, Communications, Operations and Technical Services, Libraries, and Customer Service).
- Your application is assessed against a set of qualitative and quantitative criteria. See table one: Assessment Criteria.
- Part or all of the application requests may be considered for approval.
- The panel will make recommendations for successful applications to be approved by the Shire.
- You will be notified by the end of the month regarding your application.
- Funds are made available to you immediately when you return the signed sponsorship agreement (subject to budget adoption).

### **Your applications will be favoured if you:**

- Include complementary funding; anticipate that most organisations will contribute from their own resources, whether financial in kind (or both).
- Consideration of the environmental and health impact of the event is addressed and avoids the potential of harm.

#### For example:

Keeping it digital online marketing as opposed to paper flyers, invites, or handouts.

Recycle stations – be creative with labeling rubbish bins for recycling purposes, three bin systems, and/or container deposit scheme.

Utensils – utilize recyclable plates, bowls, cutlery, cups, etc.

Encourage and promote incentives for patrons to walk, ride or organize alternative travel options to and from the event.

Respecting the living environment on the event site, such as not tying things to trees in parks and ensuring the layout keeps pedestrians and stallholders out of garden beds.

Attempt to reduce the use of all plastic bags.

No balloons.

Contribute towards healthy lifestyles, promoting connection and keeping active.



**Table One: Assessment Criteria**

Criteria	Community Event	Percentage Mark
Social Benefit	This can be measured by how the event adds social benefit to the local community. This could include but is not limited to, how the event fosters community pride, inclusion, health and wellbeing, teaches people new things, and strengthens relationships.	35%
Economic Impact	This can be measured by the number of new people that visit the Shire as a result of the funded event, the number of local people that attend the event, and its economic turnover, or a measure of local businesses or industries that generate income as a result of the event.	35%
Promotional Benefit	This can be measured by how the event promotes the Shire of Capel and our assets. This could be how it showcases the people, environment, public place, or community organisation.	20%
Environmental Impact	This can be measured by how the event takes into consideration environmentally friendly messages and practices; This may include reusable, recyclable, and minimal waste messages and practices.	10%

## Section 4 – Sponsorship Type

In kind sponsorship comprises of work undertaken, or a non cash contribution, by the Shire for your event. The dollar amount of in kind sponsorship will be estimated through the submission of a Scope of Works and waiver request which comprises a part of you application as a supporting document. This may include, but is not limited to:

- Approval of traffic management plans.
- Waiver of fees (event application fees, hall hire fees, etc.).
- Erection of signage/banners.
- Ground marking for services.
- Additional bins.
- Event development and promotional assistance

Cash sponsorship is the dollar amount funded by the Shire to you to assist with covering event expenses. This may include but is not limited to:

- Equipment hire.
- Consultant or contractor fees.
- Advertisement and promotional costs.
- Purchase of materials.

The Shire’s maximum event sponsorship funding allocation is up to \$10,000.



## Section 5 – Ineligible Events

Unless we give prior written approval to you, we will not fund the following:

- Deficit funding for organisations.
- Permanent event infrastructure
- Recurrent salaries and operational costs.
- Organisations or events where the primary purpose is considered to be to promote political or religious beliefs.
- Individual applicants.
- Applications for completed projects or events.
- Existing committees of Council.
- To acquire or upgrade any asset.

## Section 6 – Shire of Capel Event Applications

It is recommended that when planning for events, you contact our Community Development team about lodging an Event Application if your event meets any of the following criteria. This application must be submitted to us a minimum of 20 – 60 days (depending on the event complexity) before the proposed event date, to ensure compliance with our Event Application process.

The guidelines relate to the Shire of Capel Local Government Property Local Law and or are relevant to state legislation pertaining to public events.

- Public advertised event.
- Over 150 people in attendance.
- Impact on local roads and may require Traffic Management Plan.
- Food will be sold.
- You require the use of multiple Shire facilities.
- You require the use of multiple reserves and or foreshores.
- You will hire or bring additional large equipment (marquees, bouncy castles, portable toilets, etc.).
- You need to use stakes or pegs to hold down any additional large equipment.
- You may require vehicle access to a reserve.
- You need key access to fixed items located in the Shire (power box, buildings, etc.).
- There may be additional noise from fireworks, vehicles, public amplifier or speakers.

## Section 7 – Shire of Capel Public Acknowledgement

Successful sponsorship applications are expected to ensure that the Shire of Capel's brand/name is kept to a high standard. An event sponsorship agreement will be sent to the applicant, outlined in the agreement is expectations of how the Shire is required to be acknowledged as a sponsor. Evidence of public acknowledgement will be required to be submitted during the acquittal of your application.