

strengthen & celebrate community



Swan Event Sponsorship Information Package

Overview of Swan Event Sponsorship Opportunities

This package provides prospective applicants with an overview of the Swan Event Sponsorship programme. It provides a good starting point for organisations with an event proposal that will have a wide ranging benefit for the region now or in the future, promote awareness of the region and maximise the City of Swan's brand exposure.

Information on other types of funding provided by the City of Swan to community organisations is available from our website www.cityofswan.com/funding or by calling the City of Swan.

You will find in this package:

- An overview of the Swan Event Sponsorship area; and
- Information about how to apply for a Swan Event Sponsorship.

Swan Event Sponsorship Information Package

The City of Swan

The City of Swan is the largest local government authority in area in metropolitan Perth, Western Australia. Characterised by a diversity of landscapes and communities, the City of Swan is considered a region in its own right.

The City of Swan aims to build sustainable local communities, and improve quality of life. We, the Councillors and staff, value and celebrate the diversity of people and place, and a connected and cohesive community. We support this through our community development and environmental initiatives, in the delivery of community, library and leisure services, and by undertaking a range of other strategies designed to enhance the lives of visitors and residents.

The aim of the Swan Community Funding Scheme is to strengthen and celebrate the diverse communities in the City of Swan. Funding is available to eligible applicants seeking to undertake projects within the City of Swan's local government boundaries. The Swan Event Sponsorship programme is one of eight funding programmes under the Swan Community Funding Scheme.

This Information Package *must* be read in conjunction with the **Swan Community Funding Scheme Guidelines 2008 – 2012**. Please visit our website at www.cityofswan.com/funding for the Guidelines and other funding information, or contact the Funding and Community Development Team to discuss your proposal.

What is a Swan Event Sponsorship?

Swan Event Sponsorships aim to promote the image of the City of Swan. There are two types of Swan Event Sponsorship. These are:

Iconic Event: Up to \$20,000; and
Event: Up to \$5,000.

Our primary intent is to provide Event Sponsorship! Once we've confirmed an organisation's eligibility under the legislation and our guidelines, we work with the applicant organisation to develop their proposal. If your organisation has an idea, we encourage you to contact the City of Swan. Please refer to the contact details at the end of this document.

A Swan Event Sponsorship can be provided in cash and/or in kind. An in kind contribution may, for example, include the provision of rubbish bins at an event or venue hire (of a City of Swan building). If you are looking for an in-kind sponsorship, you will need to discuss the type of contribution you want with a member of the Funding and Community Development team, whose contact details are on the last page of this Information Package. This is to see if the City of Swan is in a position to provide the sort of in-kind contribution you are looking for. You will need an estimate from us of the value of the in kind contribution, so that this value can be included in your submission.

Swan Event Sponsorship Information Package

Types of Event Supported

The City of Swan sponsors Events that:

- Meet the Swan Community Funding Scheme's Eligibility Criteria;
- Address the Swan Event Sponsorship Assessment Criteria;
- Help to celebrate our diverse community;
- Are well supported through a project plan and project management strategy;
- Substantiate the resource needed for the event, including funding from other sources wherever possible;
- Include an appropriate evaluation proposal; and
- Have plans for what will happen following the event, if applicable.

Examples of Events supported by the City of Swan are described on the City of Swan website www.cityofswan.com/funding and in the City of Swan's Grants eNews. Applicants are encouraged to develop new and innovative initiatives relevant to their community and its priorities.

Eligibility Criteria

To be eligible for funding the applicant must:

- Offer the event within the City of Swan's local government boundaries;
- Address the principles of the Swan Community Funding Scheme;
- Have completed any project for which any City of Swan funding was previously received, with no outstanding debts to the City of Swan;
- Submit your application in accordance with the requirements outlined in the relevant Information Package and on the prescribed form; and
- Have discussed their application with a member of the Funding and Community Development Team.

Ineligibility

Swan Event Sponsorship does not provide funding for:

- Commercial activities or organisations;
- Fundraising activities;
- Core organisational operating costs, for example a permanent position for ongoing work;
- Projects that duplicate existing services and programmes;
- Activities that are already covered by existing service agreements with the City of Swan;
- Projects with a political or religious purpose only;
- Projects that will rely on recurrent funding;
- Retrospective costs; and
- Costs or activities already funded by another grant.

Swan Event Sponsorship Information Package

Assessment Criteria

You will improve your chances of receiving funding if you can show, in your application, the extent to which your application addresses the assessment criteria.

All applicants need to demonstrate that the proposed project or activity is consistent with the guiding principles of the Swan Community Funding Scheme, and that it:

1. Addresses the assessment criteria, below, specific to a Swan Event Sponsorship;
2. Supports the key directions outlined in the City of Swan Strategic Plan and other corporate planning documents where applicable;
3. Clearly defines aims, objectives and outcomes that are measurable;
4. Is an innovative and creative approach to the identified need and/or issue;
5. Is well planned and achievable within clear and detailed timelines;
6. Encourages community participation and capacity building;
7. Demonstrates an effect that will have an impact beyond the funding period; and
8. Involves working in partnership with community or business organisations.

Applications will also be considered against the guiding principles of the Swan Community Funding Scheme, which are described in the **Swan Community Funding Scheme Guidelines 2008 – 2012**.

Swan Event Sponsorship – Specific Assessment Criteria

Event should foster community spirit and pride in our locality; demonstrate benefits to a Place or the region; maximise the City of Swan's brand exposure; enhance public awareness of our region; and provide local enterprise, employment or volunteering opportunities.

Iconic Event should have a wide ranging benefit for the City of Swan region now and in the future; maximise the City of Swan's brand exposure; foster community spirit and pride within our region; enhance public awareness of our region locally, nationally and internationally; and, provide local business and employment opportunities.

How to Start

If you think you have a suitable proposal for a *Swan Event Sponsorship*, you should speak to a member of our Funding and Community Development team (contact details are on the back page of this Information Package) to ensure this funding programme is appropriate for your proposal.

If you decide to proceed with an application, the relevant application forms can be downloaded from our website www.cityofswan.com/funding or we can mail them to you.

Swan Event Sponsorship Information Package

Completing the Application Form

After reading this Information Package and the Swan Community Funding Scheme Guidelines 2008 – 2012, and after discussing your proposal with us and confirming its suitability for funding, you will need to complete the relevant Swan Event Sponsorship application form, complete the relevant Additional Information Form and provide any other documents requested. Make two copies of your application. Submit one copy to the City of Swan in person by 4.00pm on weekdays or by post. Keep one copy on file for your future reference.

The Application Process

Swan Event Sponsorship applications can be made at any time throughout the year.

- Applicants will receive a letter within 10 working day confirming receipt of their application.
- Applications will be assessed initially on the eligibility criteria by the Funding and Community Development Team.
- Applications that meet the eligibility criteria are then considered by the Assessment Panel.
- Applicants will receive a letter notifying them of the outcome of their application.
- The City of Swan reserves the right to reject any application that does not meet the criteria and/or to request further information to support the application.

The assessment process for Event Sponsorship can take up to 12 weeks, or longer for more complex applications. Applicants should clarify the timing of the assessment process in relation to their project time-line with a member of the Funding and Community Development Team prior to making a submission.

A contract will be provided to successful applicants that will describe the terms and conditions of the funding, including any project evaluation and financial reporting requirements. A duly authorised representative of your organisation will need to sign and return the contract to us before the funding is provided.

Acknowledging the City of Swan's Support

Swan Event Sponsorship recipients are expected to acknowledge the support they receive from the City of Swan.

You might include the City of Swan logo in brochures or other printed material/signage or have the City of Swan mentioned in TV or radio commercials. The sponsorship contract will let you know how we would like you to acknowledge the City of Swan.

Swan Event Sponsorship Information Package

Additional Swan Community Funding Opportunities

If your proposal does not seem to fit into the Swan Event Sponsorship programme, we may have an alternative information package that may be more relevant. The following packages provide a good overview of other Swan Community Funding Scheme areas:

- **Swan Grants** – to support community projects that improve the well-being of the community or environmental sustainability;
- **Swan Cash Donations** – to support individual endeavour in sport, community development, the environment or culture and the arts;
- **Swan Non-Cash Donations** – to contribute to the viability of community projects and Event;
- **Swan Scholarships** – to support individual endeavour in tertiary education;
- **Swan Awards** – to recognise outstanding achievements of community organisations and individuals;
- **Swan Subsidies**: to redress disadvantage and promote equity of access to services; and
- **Swan Emergency Assistance** – to assist individuals and organisations in response to natural disasters.

Who to Contact

For further information or to discuss ideas for projects please contact a member of our Funding and Community Development Team.

Phone: 08 9267 9292
Fax: 08 9267 9444
Email: funding@swan.wa.gov.au
Web: www.cityofswan.com/funding

Street Address: City of Swan Administration Building
Swan Community Funding Scheme - Community Development
2 Midland Square (off Morrison Rd), Midland

Postal Address: City of Swan
Swan Community Funding Scheme - Community Development
P O Box 196
MIDLAND WA 6936