

Community Event Sponsorship Program Application Form

Application Checklist

Before starting your application please make sure that you have:

- Checked that you meet the eligibility criteria in the [Sponsorship Guidelines](#)
- No outstanding contractual or financial obligations with the City of Unley
- Read the City of Unley [Event Planning Toolkit](#)
- Completed your [Event Budget](#) and [In-Kind Council Service Contribution Template](#) if applicable (these will need to be uploaded within this application)

Applicant Details

Please ensure that you have completed the Application Checklist prior to completing this application.

Name of organisation Required

Do you have an ABN? (Select 1 option) Required

- Yes
 No

Answer this question if you selected 'Yes' in *Applicant Details > Do you have an ABN?*

Please enter your ABN:

This information applies if you selected 'No' in *Applicant Details > Do you have an ABN?*

If you do not have an ABN you must complete this form: <https://www.ato.gov.au/forms/statement-by-a-supplier-not-quoting-an-abn/> and attach it below.

Answer this question if you selected 'No' in *Applicant Details > Do you have an ABN?*

Please upload your Supplier Statement here:



Please attach all files to the end of this form before submitting it.

Name of event / activity Required

Proposed location / venue Required

Event start date Required

D	D	M	M	Y	Y	Y	Y
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Event end date Required

D	D	M	M	Y	Y	Y	Y
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Contact person Required

Position Required

Street/Postal Address Required

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Suburb Required

Post Code Required

Phone Number Required

Email Required

Website Required

How many attendees do you expect your event to attract? Required

Funding duration request (Select 1 or more options) Required

- 1 Year
- 2 Years
- 3 Years

Total value of sponsorship package (cash + in-kind) requested per year (excl. GST) Required

\$ (excl. GST)

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Event Details

Event name Required

Location(s) of proposed event Required

Please provide an outline of your proposed event Required (max 500 words)

What are the aims and objectives of your proposed event? (why are you running your event?) Required

(max 500 words)

Have you held your event previously? (Select 1 option) Required

Yes

No

Answer this question if you selected 'Yes' in *Event Details > Have you held your event previously?*

What is the history of your event? (how many years has it run, previous attendances, successes and outcomes)

Required

(max 500 words)

Is your event free? (Select 1 option) Required

- Yes
- No

Answer this question if you selected 'No' in *Event Details > Is your event free?*

If your event is not free, what will you offer City of Unley residents as a discounted ticket price? Required

Answer this question if you selected 'No' in *Event Details > Is your event free?*

What are the full and discounted ticket prices? Required

Is your event exclusive (invitation only)? (Select 1 option) Required

- Yes
- No

About your organisation

Please tell us about your organisation **Required** What do they do? How many years have you been running?

Is your organisation not-for-profit? (Select 1 option) **Required**

- Yes
 No

Is your organisation registered for GST? (Select 1 option) **Required**

- Yes
 No

Does your organisation have any outstanding legal or financial matters with Council? (Select 1 option) **Required**

- Yes
 No

Assessment Criteria

Place activation and vibrancy

Please explain how your event will activate one of the City of Unley's public spaces and create an opportunity for community celebration and vibrancy **Required**

(max 500 words)

Community Involvement

Please explain how your event involves local community groups and businesses **Required** (max 500 words)

Will your event provide opportunities for volunteers? (Select 1 option) **Required**

- Yes
- No

Please provide details **Required**

Economic Benefit

Please outline how your event will have a positive impact on the local economy **Required**

(How will visitors be encouraged to spend? How will local businesses benefit?)

Accessibility

Please explain what measures you will put in place to ensure that your event is accessible to people with disability or impaired mobility **Required**

Innovation

Please explain what is new and innovative about your event concept. If your event has been run previously, will you be introducing any new elements? **Required**

Timing of Event

Will your event activate a space and create vibrancy in the off-peak event season (May-August)? (Select 1 or more options) **Required**

- Yes
- No

Visitation

What proportion of total attendance at your event do you anticipate City of Unley residents to be? How has this figure been determined? **Required**

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How will your event attract visitors from outside the City of Unley? Required

Who is your target market and how will you reach them? Required

City Profile and Promotional Opportunities

Please provide details of how your event will raise the profile of the City of Unley Required

Please indicate the promotional opportunities and sponsorship benefits that you will provide the City of Unley: Required
(Select 1 or more options)

- The City of Unley logo will appear on all printed and digital promotional items
- The City of Unley will receive verbal acknowledgement at the event
- Opportunities for the City of Unley to have access to complimentary advertising
- PR opportunities (eg speaking opportunities for the Mayor or Council representative, photo opportunities)
- The City of Unley will receive social media acknowledgement
- We agree to display the City of Unley signage at our event
- Media opportunities
- Community engagement opportunities (eg opportunity to have a stall at your event)
- Other, please provide details below

Answer this question if you made a selection that includes 'Other, please provide details below' in *Assessment Criteria > Please indicate the promotional opportunities and sponsorship benefits that you will provide the City of Unley:*

Please provide details Required

Environmental Sustainability

For your application to be considered you must agree to the terms below as per The City of Unley's [Environmental Policy](#).

(Select at least 2 options) Required

- We agree to have a three bin recycling system (separation of general, recyclable and green waste) at our event
- We agree to use compostable packaging at our event

How will you encourage people to cycle or take public transport to your event? Required

Are you implementing any other environmental initiatives that you would like to tell us about? Required

Financial Viability

Has the City of Unley previously provided any form of sponsorship or funding for this event in the previous three financial years? (Select 1 option) Required

- Yes
- No

Answer this question if you selected 'Yes' in *Assessment Criteria > Has the City of Unley previously provided any form of sponsorship or funding for this event in the previous three financial years?*

If yes, please provide details including financial year/s and dollar amount provided:

Could your event proceed if only partial funding was received? (Select 1 option) Required

- Yes
- No

Please provide details:

Are other partnerships or funding sources being explored? (Select 1 option) Required

- Yes
- No

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Answer this question if you selected 'Yes' in *Assessment Criteria > Are other partnerships and funding sources being explored?*

Please provide details of any external funding you have/will apply for:

Download a copy of an [event budget template](#) if required.

Please upload your event budget here: Required



Please attach all files to the end of this form before submitting it.

Will you require any In-Kind Council Supplied Services Support? (Select 1 option) Required

- Yes
- No

This information applies if you selected 'Yes' in *Assessment Criteria > Will you require any In-Kind Council Supplied Services Support?*

Download and complete a copy of the [In-Kind Council Service Contribution Template](#). View a list of [event fees and charges](#). (Please note these fees and charges are subject to change for the 2024/25 financial year).

Answer this question if you selected 'Yes' in *Assessment Criteria > Will you require any In-Kind Council Supplied Services Support?*

Please upload your In-Kind Council Service Contribution Template below:




Please attach all files to the end of this form before submitting it.

Event Evaluation

Please provide details on how you will evaluate and assess the success of your event Required

(Please note that an Acquittal Report will be due to Council within 6 weeks of the completion of your event)

If you would like to include any further information to provide us with a better understanding of your event, please upload any supporting documents below:

 Please attach all files to the end of this form before submitting it.

Applicant Declaration

I, being the authorised officer of the organisation making this declaration, confirm and agree that: (Select 1 or more options) Required

- The information given in this application, including any attachments hereto, is true and correct Required
- I am authorised by the applicant organisation to prepare and submit this application for financial assistance Required
- The funds will only be used for the approved project as outlined in this application. Required
- The funds provided will be spent by the applicant organisation prior to 30 September 2025 unless otherwise agreed by the Council. Required
- All staff and volunteers associated with the project have the appropriate mandatory DHS clearances Required
- Any moneys not expended on completion of the project will be returned to the City of Unley Required
- I understand that should this application be approved by the City of Unley that I will be required to accept the Terms and Conditions of the Sponsorship Agreement and Event Permit Terms and Conditions (if applicable) Required
- I understand that incomplete applications will not be assessed Required

Signature Required

Name in full Required

End of form

Don't forget to attach all files before submitting this form

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