

Sponsorship Program Application Form 2023-24

Form Preview

City of Hobart Sponsorship Application

This form is for applications to the City of Hobart Sponsorship Program.

BEFORE YOU BEGIN

It is expected that you are aware of the requirements for sponsorship prior to submitting an application. In particular please:

- Read through the Sponsorship Guidelines to ensure you are eligible
- Ensure you have no outstanding obligations if you have had a previous grant or sponsorship with the City of Hobart
- Ensure you have spoken with a member of the Sponsorship Team prior to submitting this application to ensure funding is available

Documents you will need to prepare:

- A marketing and communications plan
- Previous economic impact statement/report
- For any in-kind requests, initial bookings must be made with the relevant areas in council and associated costs identified.

For the purpose of this form, any event, festival or activity will be referred to as 'the event'.

The information that you provide in this application will be treated as commercial in confidence. A summary will be provided to Council as part of a Council report. Any attachments or event documents that you provide as part of this application may also be provided to Council and should be marked commercial in confidence.

Organisational Information

* indicates a required field

Organisation Background

Name of organisation

Organisation Name

How is your organisation managed? *

Word count:

Must be no more than 50 words.

Advisory board, board of management, etc.

Project Information

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* indicates a required field

Event Title *

Type of Event *

- | | | |
|---|----------------------------------|----------------------------------|
| <input type="radio"/> Cultural Heritage | <input type="radio"/> Literature | <input type="radio"/> Sports |
| <input type="radio"/> Dance | <input type="radio"/> Museums | <input type="radio"/> Theatre |
| <input type="radio"/> Festival | <input type="radio"/> Music | <input type="radio"/> Visual Art |
| <input type="radio"/> Film and Screen | <input type="radio"/> Science | <input type="radio"/> Other: |

Please describe the event that you are seeking sponsorship for: *

This information will be used by the assessment panel to determine what event or activity you are proposing. Please make sure you are succinct but detailed in explaining your event or activity.

Is this the first time the event has been held? *

- ☐ Yes ☐ No

If no, please outline the strategy to grow the event

Include how often it has been held in the past, how the event has grown, successes and key milestones.

Start Date *

Must be a date.

Applicants please note that we will not accept a request without more than 3 months' notice from the start of the event

End Date *

Must be a date.

What time of day is the event? *

- ☐ Day time hours (5am - 5pm)
☐ Night time hours (5pm - 5am)
☐ Both day and night time hours
☐ Not Applicable
☐ Other:

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Where is the majority of your event located? *

- ☐ Hobart Municipality
- ☐ Greater Hobart (outside of Hobart municipality but within Southern Tasmania)
- ☐ Other areas in Tasmania
- ☐ Interstate or overseas
- ☐ Other:

At least 1 choice must be selected.

Event venues and locations

Please list the venues and locations for this event. These could be confirmed or tentative.

| Venue name | Suburb | Confirmed |
|------------|--------|-----------|
| | | |
| | | |
| | | |
| | | |
| | | |

Audience and Participants

Please identify the number of people involved in your project, and the primary communities who will participate and attend.

How many people do you estimate will participate in the project delivery? *

Must be a number.

Participants are people or groups who are actively involved in the delivery of the project. These are performers, speakers, artists, creatives, staff, contractors and volunteers.

How many people do you estimate will attend your project? *

Must be a number.

The attendees are defined as people who engage with the project, such as ticket holders, attendees, subscribers, customers and workshop participants.

How did you estimate this number? *

Who is your target market? Include demographic information. *

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Ticketing

Are tickets available to general public to purchase?

☐ Yes ☐ No

Will there be an attendance fee? *

Ticketing/Fee Breakdown

Please tell us what the fee structure is.

The pre-filled fee types are examples. You can type over to adjust as necessary.

| Type | Anticipated Charge | Comments |
|--|--------------------------|-----------------------|
| Full Price | \$ | |
| Concession Price | \$ | |
| Day Pass | \$ | |
| | \$ | |
| | \$ | |
| Adjust the fee type to reflect your requirements | Must be a dollar amount. | Comments are optional |

Funding

* indicates a required field

Has funding been requested or approved for this project from any other City of Hobart program? *

☐ Yes ☐ No

Sponsorship Request

Amount Requested *

\$

Must be a dollar amount.

This amount reflects the request submitted in your eligibility form.

Is the funding requested 30% or less than the total project budget? *

☐ Yes ☐ No

Will your event be in any of our venues or spaces (you may tick more than one) *

- | | | |
|---|--|---|
| <input type="checkbox"/> Beaumaris Zoo | <input type="checkbox"/> Franklin Square | <input type="checkbox"/> Town Hall |
| <input type="checkbox"/> Cenotaph - Hobart | <input type="checkbox"/> Queens Domain | <input type="checkbox"/> Waterside Pavilion |
| <input type="checkbox"/> City Hall | <input type="checkbox"/> Regatta Grounds | <input type="checkbox"/> Waterworks Reserve |
| <input type="checkbox"/> CoH Sporting Facility | <input type="checkbox"/> Salamanca Lawns | <input type="checkbox"/> No, I am not using a Council venue |
| <input type="checkbox"/> Cornelian Bay Oval & Foreshore | <input type="checkbox"/> St David's Park | <input type="checkbox"/> Other: <input type="text"/> |

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Does your sponsorship request include the cost for the use of these spaces? *

☐ Yes ☐ No

Please note that any 'in-kind' not recorded in the agreement, will not be entitled to any additional waivers or reductions if you are successful. For a full cost of these spaces, please see the fees & charges or speak to a member of the sponsorship team.

Does this sponsorship include support for the hire of City of Hobart equipment or services? (You may tick more than one) *

- | | | |
|--|--|--|
| <input type="checkbox"/> Bean Bags | <input type="checkbox"/> PW1 food kiosk | <input type="checkbox"/> No, I am not hiring Council equipment or services |
| <input type="checkbox"/> Table and bench set | <input type="checkbox"/> Water refill stations | <input type="checkbox"/> Other: <input type="text"/> |
| <input type="checkbox"/> Bins/Waste Management | <input type="checkbox"/> Scullery sink | |

For more information about the City's event equipment, please email events@hobartcity.com.au or call 03 6238 2410.

Booking confirmation

Attach a file:

If a council venue, space, equipment, permit or service is required for this project you will need to make a tentative or confirmed booking. Please upload correspondence from the appropriate booking officer, which should outline the dates, times and prices excluding GST.

Assessment Criteria

* indicates a required field

The following questions are text based questions.

Please ensure you express yourself clearly and succinctly. You do not need to use the total word count if you feel you can complete your answers well with less words.

While we require the information to be concise and clear your assessment will not be based on grammatical accuracy.

You may use dot points - as well as provide additional information (images, designs and audio files) relevant to this as supporting material.

ECONOMIC TOURISM CRITERIA : 50% of total assessment

Refer to Hobart: [A Community Vision for Our Island Capital – Pillar 4.](#)

How does your project align with the City of Hobart's economic vision? *

Word count:

Must be no more than 200 words.

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What is the anticipated net economic benefit generated by this project? *

\$

Must be a dollar amount.

Do you conduct formal research to measure economic impact? *

☐ Yes

☐ No

Please attach your most recent economic impact statement / report *

Attach a file:

Please detail how this calculation has been determined? *

Word count:

Must be no more than 200 words.

Your response needs to include economic factors such as visitor spend, average bed nights in the city and will need to identify flow-on effects to other business and industry in the city.

How will your organisation work with local business in order for them to benefit from the project? *

Word count:

Must be no more than 200 words.

How will your project promote Hobart as an attractive tourist destination? *

Word count:

Must be no more than 200 words.

How will your project encourage tourists to stay, shop and dine in Hobart? *

How will you collect data demonstrating the demographic and location of attendees. *

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Word count:

Must be no more than 200 words.

Please ensure you consider how to demonstrate people coming into Hobart to attend the event and being able to record where they come from.

Attendees

Please provide the breakdown of expected attendees.

| Origin | Expected Attendees |
|---|--|
| City of Hobart residents | |
| Greater Hobart (excluding City of Hobart residents) | |
| Tasmania other | |
| Interstate | |
| | Must be a whole number (no decimal place). |

If your project has been run previously, please provide a breakdown of past attendance for the most recent project.

| Historical Demographic | Historical Attendance |
|---|-----------------------|
| City of Hobart residents | |
| Greater Hobart (excluding City of Hobart residents) | |
| Tasmania other | |
| Interstate | |
| | Must be a number. |

MARKETING: 20% of total assessment

What are the key elements of your marketing and communications plan designed to attract people to this project? *

Word count:

Must be no more than 200 words.

Please describe your target audience. *

Word count:

Must be no more than 200 words.

Your response should include demographic information, community and cultural groups, local, national and international audiences.

Please attach a copy of your marketing and communications plan. *

Attach a file:

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Will formal monitoring be undertaken to measure the media, marketing and PR value generated from the project? *

☐ Yes

☐ No

If you have run the project in the past, please provide examples of media generated.

Comment

Upload

| | |
|--|--|
| | |
| | |

What sponsorship benefits will be provided to the City of Hobart? *

Word count:

Must be no more than 200 words.

We ask that you consider all elements and be creative over and above the minimum of logo recognition.

Have you discussed the sponsorship benefits with the sponsorship team. *

☐ Yes

☐ No

Please advise of any particular City of Hobart programs that will benefit from the sponsorship arrangements and how. *

Word count:

Must be no more than 200 words.

CULTURAL: 10% of total assessment

Refer to [Hobart: A Community Vision for Our Island Capital – Pillar 2.](#)

How does your project align with the City of Hobart's cultural vision? *

Word count:

Must be no more than 200 words.

For example, explain how your event is inclusive of a wide selection of the community, across numerous demographics. Are there any particular community or cultural groups that your event will cater for? Have you considered accessible requirements at your event?

How will your event support and enhance the cultural life of Hobart? *

Word count:

Must be no more than 150 words.

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Hobart is a place that recognises and celebrates Tasmanian Aboriginal people, history and culture, working together towards shared goals. The [City of Hobart's Aboriginal Commitment and Action Plan](#) sets out the City's commitment and approach to working with Aboriginal people.

We encourage our grant recipients to acknowledge and engage with The Tasmanian Aboriginal community in the activities we support.

Acknowledgement of Country and/or Welcome to Country Both a Welcome to Country and an Acknowledgement of Country recognise the continuing connection Aboriginal people have to their land. Traditionally used as a way to grant permission to cross country boundaries, these remain important symbolic gestures today.

Some Aboriginal people will feel uncomfortable attending an event where no Welcome or Acknowledgement is offered and so it is important to consider whether providing one is appropriate.

These ceremonies and statements offer a valuable moment to reflect and consider the 40 000+ years of history and culture in this place and to pay respect to Aboriginal people.

Select formalities that the event will include in relation to Tasmania's Aboriginal heritage. *

Please provide an overview of the Tasmanian Aboriginal heritage activities that will be held. *

It is important to demonstrate consultation with the Tasmanian Aboriginal community. For more information, please visit the City's [Aboriginal Programs webpage](#) or contact us.

INSPIRED: 10% of total assessment

What is unique about your project compared to other similar projects? *

Word count:

Must be no more than 200 words.

Will this project activate spaces that are not traditionally used for events? *

☐ Yes ☐ No

For example, areas unused for events before.

Will this project be undertaken at times that are considered quiet? *

☐ Yes ☐ No

For example when no other events are being held, or during quiet times in the city such as a Sunday.

Please provide further detail on the reason why you are holding your project at this time and in this location? *

Word count:

Must be no more than 200 words.

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COMPETENCY: 10% of total assessment

Please upload a copy of your organisations most recent annual report or financial statement:

Attach a file:

Please describe how your project will be managed. *

Word count:

Must be no more than 200 words.

For example, do you have key project positions, is there a Board who approves decisions, do you have specific committees or working groups that manage particular tasks, are you contracting someone to manage certain areas like marketing and are there other groups or organisations you are working with as strategic partners?

Key Project Staff

Please provide a short CV or biography for each of the key event managers and/or artists involved in this event.

The CV or biography should demonstrate their background, experience and outline their role with this event.

You can attached a document or provide a link to the CV or biography. Please allow one attachment per member.

| Name | Role | Paid | Attachment | URL of CV/Bio |
|------|------|------|------------|--|
| | | | | |
| | | | | |
| | | | | |
| | | | | This could be a LinkedIn profile if it is visible to the public. Must be a URL. |

Budget

* indicates a required field

Project Budget

- It is important that your budget lists the request to the City being made in this application as well as where those funds will be spent. If the City's support is spread across a number of costs those should be listed up to the value of the total sponsorship request.

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- This section must be completed accurately.
- The total income and total expenditure must be the same amount in order to submit your application.
- You may attach a budget of your own design with extra detail as supporting material however this section will still need to be completed.

List all other commercial sponsors, both proposed and confirmed:

| Income Source | Cash or In-kind | Confirmed or not | \$ Amount (ex GST) |
|---------------|-----------------|------------------|--------------------------|
| | | | \$ |
| | | | \$ |
| | | | Must be a dollar amount. |

How will the sponsorship from the City of Hobart be used in the project? *

Word count:

Must be no more than 200 words.

Please note that you must note reasonable expenses relevant to the monies requested.

Income Budget

| Income Source | Cash or In-Kind | Confirmed or Not? | \$ Amount (ex GST) |
|----------------|-----------------|-------------------|--------------------------|
| City of Hobart | | | \$ |
| | | | \$ |
| | | | \$ |
| | | | Must be a dollar amount. |

Expenses Budget

Please describe your budget expenditure. You may summarise by category, and attach a detailed budget in the Support Material section.

The categories we have pre-filled here are suggestions only.

- All items listed in your budget should be GST exclusive.
- At least one item must be attributed to the requested support from the City of Hobart.
- If you plan to use any of the City's venues, equipment or services, include the accurate cost quoted to you.

| Expenditure | Funding Source | \$ Amount (ex GST) |
|----------------------------|----------------|--------------------|
| Artists/Professionals Fees | | \$ |
| Staff/Crew costs | | \$ |
| Travel Costs | | \$ |
| Marketing Costs | | \$ |
| Venue Costs | | \$ |

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| | | |
|--|--|--------------------------|
| Equipment Costs | | \$ |
| Catering Costs | | \$ |
| Administration Costs | | \$ |
| Other Costs | | \$ |
| | | \$ |
| The categories we have pre-filled here are suggestions only. | | Must be a dollar amount. |

Budget Totals

Total Budgeted Income

This number/amount is calculated.

Total Budgeted Expenses

This number/amount is calculated.

Total Income less Expenses (profit)

This number/amount is calculated.

Environment

Waste Management

The City of Hobart [Waste Management Strategy 2015 - 2030](#) encourages all entities affiliated with the City of Hobart to support our endeavour to achieve zero waste to landfills by 2030.

Sponsorship recipients will be required to implement strategies that are aimed at:

- Reducing waste in food services at events. This means that if food is sold or given away in disposable containers, only certified compostable containers and utensils may be provided to patrons.
- Reducing land-fill. This means that the use and distribution of plastic, "micro-bead" and glitter products (such as balloons, flags and promotional paraphernalia and plastic single use water bottles) will not be undertaken as part of the event.

In addition to the above, please mark if you will be implementing the following initiatives:

Describe how the organisation will undertake waste management at your event.

This can include describing the potential environmental impacts of the event and how you will manage and minimise waste creation at the event.

Describe how the organisation will encourage and enable attendees to reduce their own environmental impact.

Support Material

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Required support material

Please attach the following information relevant to the period for which funding is requested.

Acceptable formats, sizes and quantities include:

- Word documents, excel documents, PowerPoints and PDFs.
- Maximum 5MB per file.

Event plan

Attach a file:

Additional Support Material

Support material must be directly relevant to the project and complement rather than duplicate information already provided in this application.

A maximum of eight (8) items may be submitted.

Use the description field to specify the relevance of the the supporting material(s).

Suggested support material may include:

- recent examples of your work and/or that of the key personnel (visual, aural or literary)
- evidence of community support (e.g. a letter of support from a community organisation that may directly or indirectly benefit from and that shows understanding of your project)
- other documentation or materials which will help the assessors understand your project

Acceptable formats, sizes and quantities:

- word documents, pdfs, jpgs and mp3 files
- maximum 5MB per file
- maximum of three URLs that directly link to relevant web pages uploaded in a document
- passwords must be provided for private links to YouTube, Vimeo etc

Description

Upload File Here

| | |
|--|--|
| | |
| | |
| | |

Website and social media address

You may link up to six webpages. This section is optional.

| Platform | URL | Following/distirbution |
|---------------|-----|------------------------|
| Event website | | |
| EDM | | |
| Print | | |
| Facebook | | |

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| | | |
|--|----------------|-------------------|
| Instagram | | |
| | | |
| If additional lines are required please click the 'Add More' button on the bottom right side of the table. | Must be a URL. | Must be a number. |

Payment Information and Declaration

* indicates a required field

Payment Information

If your request is approved we can provide an electronic transfer of the funds into your account upon provision of a tax invoice.

As per the guidelines, successful sponsorship applicants will be paid 70 per cent of the approved cash amount prior to the event, with the remaining 30 per cent paid upon completion of acquittal.

Please confirm the following *

- ☐ I understand the payment process
- ☐ I will provide a tax invoice.

Signatory

If you were successful for a sponsorship, who would be the signatory for your organisation?

Title First Name Last Name

| | | |
|--|--|--|
| | | |
|--|--|--|

Position

| |
|--|
| |
|--|

Submission Declaration

By submitting this application form I confirm that:

- I am authorised to submit this application
- the information provided in this application is complete and correct, to the best of my knowledge
- the offer of sponsorship is at the discretion of the City of Hobart
- if successful, the organisation will be required to fulfil the conditions of the sponsorship
- any sponsorship awarded will be used only for the event described in this application
- I will immediately advise the City of Hobart of any project changes which may alter the eligibility status of the event
- I consent to the public release of the name of the applicant organisation and the details provided in the project information.

Name of person submitting this application *

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| | | |
|----------------------|----------------------|----------------------|
| Title | First Name | Last Name |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |

Position *