

Apply for sponsorship

* indicates a required field

Business Event Sponsorship

The Business Event Sponsorship Program provides funding to support hosting conferences, exhibitions and other business events.

Sponsorships of up to \$10,000 (ex GST) are available.

The business event must occur within the [City of Melbourne municipality](#), and be delivered before **30 June 2023**.

City of Melbourne

Our geographic footprint encompasses Docklands, East Melbourne, Fishermans Bend, Jolimont, Kensington, North Melbourne, Melbourne's central business district, Parkville, South Wharf, West Melbourne and *parts of* Carlton, Carlton North, Flemington, Port Melbourne, South Yarra and Southbank.

The municipality does not cover the **Melbourne metropolitan area**. If in doubt about the suburb boundaries check our interactive map at <http://maps.melbourne.vic.gov.au/>

Please ensure that you have read the [guidelines](#) before starting your application.

Eligibility checklist

To be eligible to apply, applicants must meet the following general eligibility criteria:

- event must occur within the City of Melbourne [municipality](#)
- event to be held before 30 June 2023
- have a valid Australian Business Number (ABN)
- able to demonstrate financial viability
- able to maintain for the duration of the event, public liability insurance cover of no less than \$20 million which extends to cover any third parties
- able to demonstrate how City of Melbourne will benefit from the proposal
- able to demonstrate sustainable business and practices
- have no outstanding acquittals or debts to the City of Melbourne

In addition, the Business Event Sponsorship Program will not support:

- **religious organisations**
- **international aid appeals**
- **foundations that are grant making bodies**
- **events receiving financial support from Melbourne Convention Bureau.**

Do you meet all the above eligibility criteria? *

- Yes
- No

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If you are unsure, please contact the Business Funding team before progressing any further on businessfunding@melbourne.vic.gov.au or (03) 9658 9658

COVID-safe plan declaration *

I declare I have a COVID-safe plan in place for the delivery of the 2022/23 event. The plan will be provided to the Council if requested.

Event Organisation

* indicates a required field

Applicant contact and business details

Applicant organisation name *

Organisation Name

Applicant Trading Name *

Applicant project contact *

Title First Name Last Name

<input type="text"/>	<input type="text"/>	<input type="text"/>
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Applicant address *

Address

Suburb State Postcode

<input type="text"/>	<input type="text"/>	<input type="text"/>
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Must be an Australian postcode.

Applicant phone number *

Must be an Australian phone number.

Applicant project contact mobile *

Must be an Australian phone number.

Applicant email *

Must be an email address.

Applicant website *

Must be a URL.

Alternative Applicant Project Contact *

Title First Name Last Name

<input type="text"/>	<input type="text"/>	<input type="text"/>
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Additional contact person in case we can't reach the main applicant.

**Alternative Applicant
Project Contact Mobile
Phone Number**

Must be an Australian phone number.

**Alternative Applicant
Project Contact Other
Email ***

Must be an email address.

Applicant ABN *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

Event Sector

Please indicate the sector your event is for. Ensure your event is part of the key sectors highlighted in the [guidelines](#).

Industry sector type *

- | | | |
|--|---|--|
| <input type="checkbox"/> Fin-tech | <input type="checkbox"/> Life Sciences | <input type="checkbox"/> Environment |
| <input type="checkbox"/> Med-tech | <input type="checkbox"/> Finance | <input type="checkbox"/> Digital Innovation |
| <input type="checkbox"/> Bio-tech | <input type="checkbox"/> Funds Management | <input type="checkbox"/> Other: <input type="text"/> |
| <input type="checkbox"/> Information &
Communication Technology | <input type="checkbox"/> Energy | |

About your business event

* indicates a required field

Event details

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Event name *

Event start date *

Must be a date and between 1/11/2022 and 30/6/2023.

Event end date *

Must be a date and no later than 30/6/2023.

Proposed event address

This question is read only.

Event must occur in the City of Melbourne municipality (<https://www.melbourne.vic.gov.au/about-melbourne/melbourne-profile/Pages/City-maps.aspx>) Event dates and location must be confirmed within 3 months of event start

Status of event venue *

Proposed

Confirmed

Type of business event: *

If you selected 'Other' above, please describe the nature of your event

Outline of event and its objectives: *

Must be no more than 300 words

Target audience

Please describe your intended attendees/audience

Is the event part of a bigger program?

Yes

No

If your answer is 'yes' to the previous question, please tell us more

For example, is the event part of a business festival or conference? Must be no more than 100 words

Has this event been held in previous years? If yes, please indicate which year/s. *

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Number of expected attendees for the entire event *

Must be a number.

Event program, marketing and communication

* indicates a required field

Event program

Provide an outline of the planned program, this should include pre and post event dates, highlighting those to be held in the City of Melbourne.

You can add more rows by clicking on "+" button.

Day/Date	Morning	Afternoon	Evening
Tuesday 7 March	Registration for attendees (from 8am), networking morning tea (10 - 11am) and free time	Lunch 12 - 2 (free time), Welcome Session (2-4pm)	Free time (4-6pm) Opening Cocktail event (6-8pm)

The program is designed to support events that will benefit City of Melbourne (the municipality) and support the local community and business.

How do you plan to promote and market your event? *

Must be no more than 200 words.

If applicable, attach proposed event program or a previous years program

Attach a file:

Or website link to program

Must be a URL.

Assessment Criteria and Alignment with Council Objectives

* indicates a required field

City of Melbourne - Council Plan 2021-25 and Economic Development Strategy 2031

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The City of Melbourne's [Council Plan 2021-25](#) outlines Council's vision to build on Melbourne's strengths as a 'city of possibility' and embracing an 'economy of the future'. The [Economic Development Strategy 2031](#) outlines a 10-year plan for economic, social and cultural recovery for our city as it emerges from the impacts of COVID-19. We strongly encourage you to familiarise yourself with both strategic documents before proceeding.

Purpose and quality of the event

- Demonstrate the merit of the event by describing the concept, rationale and benefits.
- Demonstrate how the event will support the business community and contribute to building Melbourne's innovation and knowledge ecosystem.

Outline event alignment with City of Melbourne's strategic objectives. *

Word count:

Must be no more than 200 words

Participation and inclusion

- Outline the opportunities for knowledge sharing, capability building and business networking.
- Demonstrate positive economic impact to the city through supporting key industries.

Outline how your event will achieve this *

Must be no more than 200 words

Previous experience

- Demonstrate past experience in delivery of similar events

Outline how you have successfully delivered similar events in the past and when *

Must be no more than 200 words

Benefits to the City of Melbourne

- Outline how the event will deliver ecosystem building and economic benefits for the City of Melbourne
- Outline the sponsorship benefits the event will provide to the City of Melbourne by promoting Council, for example through speaking opportunities, logo placement and signage.

Outline the benefits to the City of Melbourne *

Must be no more than 200 words

Ethical and other considerations

- Demonstrate event alignment with the [United Nations Sustainable Development Goals](#).
- Demonstrate how the event aligns with sustainable and ethical business practices and alignment with Council's policies including the [City of Melbourne Sustainable Event Guide](#).

Outline specific actions your event will take to demonstrate sustainable business practices and alignment with the Sustainable Development Goals. *

Must be no more than 200 words

A city with an Aboriginal focus

For the Wurundjeri, Bunurong, Taungurung, Dja Dja Wurrung and Wadawurrung peoples of the Eastern Kulin, the place now known as Melbourne has always been an important meeting place and location for events of political, cultural, social and educational significance.

The City of Melbourne is committed to taking a lead role in reconciliation and being [a city with an Aboriginal focus](#).

An Acknowledgement to Country and/or Welcome to Country, where appropriate, should be given at the event supported by the Business Event Sponsorship program.

Please refer to the [Guidelines document](#) for information on the significance of both a Welcome to Country and Acknowledgement of Traditional Owners.

Select formalities that the event will address in relation to Australia's Aboriginal Heritage. *

- Acknowledgement of Country Welcome to Country Both Acknowledgement of Country and Welcome to Country Will not undertake any form of official formalities

List any other activities planned to celebrate and acknowledge Melbourne's Aboriginal heritage, culture and community *

For example, acknowledgement of country, welcome to country, Aboriginal people's participation in the event including delegates, speakers, suppliers.

Sponsorship request

* indicates a required field

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You can apply for up to \$10,000. It is important to note that the event should not be reliant on this sponsorship to proceed.

Please enter your sponsorship request *

\$

Must be a whole dollar amount (no cents) and between 1000 and 10000.

Expected number of people to attend (in person) and funding available

100 - up to \$2,500 251 to 500 - up to \$7,250

101 to 250 - up to \$5,000 501 plus - \$10,000

Please select the option that applies to your event

Outline how the sponsorship will be allocated

All items must be directly related to the proposal. Please note only expenditure items that have not yet been incurred prior to lodging your application.

- Be specific. Describe the individual items and costings.

Sponsorship items	Amount
	\$
	\$
You can add more row by clicking on the "Add More" button.	Must be a dollar amount.

Please upload the event budget statement (Income / Expenditure for the whole event) *

Attach a file:

Have you applied for and/or secured other sponsorship for the event? (commercial, government or other) *

Yes No

If YES, please list the name of organisation, sponsorship amount and status of this sponsorship in the table below.

Organisation	Amount	Sponsorship status
	\$	<input type="checkbox"/> Secured <input type="checkbox"/> Tentative
	\$	<input type="checkbox"/> Secured <input type="checkbox"/> Tentative
		You can add more rows by clicking on the 'Add More' button.

Additional Information

* indicates a required field

Does your organisation identify as Aboriginal and/or Torres Strait Islander owned? *

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- Yes
- No

Your response to this question will not influence the assessment of your application. It assists Council procurement targets and policy reporting.

If applicable, are you happy to be contacted by our Procurement team to register your organisation on our supplier database? *

- Yes
- No

Has your event considered disability access, inclusion and ethical considerations? *

- Yes
- No

Has your event previously received City of Melbourne sponsorship or funding through the Business Event Sponsorship Program? *

- Yes
- No

If your event has previously received funding from City of Melbourne, please indicate the year/s which it received funding and its amount.

Provide or upload any additional information to substantiate your application.

Word count:

Must be no more than 200 words.

You can include your marketing strategy, letters of support, partnerships with local Melbourne businesses to offer additional experiences to your attendees etc.

Upload files and/or additional information

Attach a file:

How did you hear about the Business Event Sponsorship Program? *

- | | | |
|---|--|--|
| <input type="checkbox"/> City of Melbourne website | <input type="checkbox"/> Social media (City of Melbourne Facebook, Twitter, Instagram, LinkedIn) | <input type="checkbox"/> Visit Vic |
| <input type="checkbox"/> I'm a previous applicant / recipient | <input type="checkbox"/> Social media (other than City of Melbourne) | <input type="checkbox"/> Melbourne newsletter |
| <input type="checkbox"/> Internet search | <input type="checkbox"/> Internet search / Google | <input type="checkbox"/> MCB website |
| <input type="checkbox"/> Newsletter article | <input type="checkbox"/> Word of mouth / referral | <input type="checkbox"/> Other: <input type="text"/> |

Do you wish to receive updates on grants, sponsorships and other business support? *

- No
- Yes

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By ticking yes, you consent to receive City of Melbourne news and updates related to grants, sponsorships, business support or other initiatives that may benefit your business.

Declaration by applicant

* indicates a required field

Privacy

The City of Melbourne is committed to protecting your privacy. The information requested on this form is being collected by City of Melbourne for the purpose of assisting with the assessment of applications for grants and sponsorship. All information collected is securely stored in Smartygrants and City of Melbourne computer systems. The personal information will be disclosed to assessment panel members for the purpose of assessing your application. It will not be disclosed to any other external party without your consent, unless required or authorised by law. If the personal information is not collected, Council may have difficulties in contacting you in a timely manner in relation to your application. If you wish to alter any of the personal information you have supplied to City of Melbourne, please contact Council via telephone +61 3 9658 9658 or email businessfunding@melbourne.vic.gov.au

By submitting an application you consent to council publishing the recommended/successful applicant's name, project name and description and amount funded on our website. This information may also be used for promoting the City of Melbourne's grant program more generally.

I will inform the City of Melbourne if key details such as date(s) of the event, the location or the programming change before I am notified of the outcome of my application *

Yes

I confirm that the information contained in this application is to the best of my knowledge true and accurate. I understand that providing false and misleading information is a serious offence. *

Yes

Declaration

Name of authorised person *

Position *

Organisation Name *

Date *

Must be a date and between 1/8/2022 and 29/8/2022.

