

Event Partnership Program Application Form

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What is the Event Partnership Program?

Melbourne is a globally recognised, locally loved, events city; where millions of people enjoy an enviable year-round program of events and festivals. At City of Melbourne, through the Event Partnership Program (EPP), we support free and accessible events that create memorable, engaging and innovative experiences for locals and visitors. We work with our partners and the community to present a diverse and colourful range of events across the city.

Please review the [Event Partnership Program Guidelines](#) prior to commencing the application.

Event Partnership Program objectives

The application must highlight how the event aligns to the following Program objectives.

A PROSPEROUS CITY Partner with events that drive economic impact, business engagement and visitation to the city, whilst reducing Melbourne's ecological footprint. Events will reflect how they can best contribute to building a prosperous city through considered timings, locations and opportunities for alignment between the city and the event.

A CITY FOR PEOPLE Partner with events which help make Melbourne a city for people by offering programming that is accessible, inclusive, culturally aware, and safe whilst engaging with community groups.

ENHANCE THE EVENT AND HERO THE CITY Partner with events that grow or enhance event offerings for Melbourne. By creating unique and positive experiences for visitors, events will hero the city and Melbourne's unique character through marketing, engaging programming and event delivery.

Eligibility criteria

Successful events must agree to the following criteria:

- Is your event free to attend or does it have significant free programming? *If your event includes ticketed components due to COVID-19 safety requirements, contact the Event Partnership team before applying to discuss further. Free registration tickets or tickets that receive credit of an equivalent value to use within the event will be considered in these instances.*
- Does your event have widespread appeal and is it likely to attract more than 1,000 attendees?
- Does it take place between 1 January – 31 December 2022?
- Is the organisation applying for sponsorship a legal entity with an ABN?
- Does the event take place within the City of Melbourne municipality? See [link](#) for boundaries.

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Ineligibility criteria

- Events that offer paid entry tickets only with no in-event credit, or events that require a donation for entry.
- Tradeshows, conferences, teaching programs/lectures, university open days, commercial theatre, static exhibitions, PR opportunities or recurring markets (the City of Melbourne has alternative programs that may support these activities).
- Activities that pollute land, air or water, or destroy or waste non-recurring resources.
- Events that involve the use of exotic animals.
- Applications from individuals/sole traders or City of Melbourne employees.
- Political or religious events that denigrate, exclude or offend parts of the community.
- Events that are already receiving support from another City of Melbourne sponsorship or grant program.
- Organisations that have an outstanding debt to the City of Melbourne or that have failed to comply with the terms and conditions of any previous funding agreement with City of Melbourne.
- Late applications.
- Events attracting above 1,000 attendees

To proceed, you must agree to the above. *

Yes, I agree.

If uncertain about the events eligibility, please contact the Event Partnership team via eventsponsorship@melbourne.vic.gov.au

Nature of the event

* indicates a required field

The Event Partnership Program classifies events into the following two categories;

1 - COMMUNITY EVENTS

Community events are defined as predominately free events which exist primarily for community and cultural outcomes. Due to COVID-19 safety requirements, events may require a free ticketed component for registration purposes, or offer credit equivalent to the ticket value for usage within the event.

2 - COMMERCIAL EVENTS

Commercial events are defined as free or combination events that generate revenue through commercial partnerships, ticket sales or other income streams. Events may feature both free ticketing and paid entry ticket programming.

Select the event category: *

- Community
- Commercial

If you're unsure which event category to select, please contact the Event Partnership team via eventsponsorship@melbourne.vic.gov.au.

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The event/s will be: *

- A completely free event (see hint below)
- A combination of free, and ticketed components at the event
- A fully ticketed, or an admission fee (including entry by donation) will be charged

Hint: Events that include ticketed components to satisfy COVID-19 safety requirements or offer credit of an equivalent value to use within the event are considered a free event.

The Event Partnership Program does not support events that offer paid entry tickets only with no in-event credit, or a donation for entry. Please contact the team before progressing any further via email at eventsponsorship@melbourne.vic.gov.au

Overall event details

* indicates a required field

Overall event name *

Overall event description *

Word count:
Max 100 words

Free event description *

This may be the same as your overall event description, depending on the nature of your event

Event start date *

Must be a date and between 1/1/2022 and 31/12/2022.

Event end date

Must be a date and between 1/1/2022 and 31/12/2022.

Approximate start and finish times *

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If start and finish times vary by day, please outline for each day. The City of Melbourne values events which activate the city post 9pm.

Main location(s) and/or venue(s) of event *

www.melbourne.vic.gov.au/sitecollectiondocuments/suburb-map-boundary-city-of-melbourne.pdf

Outline the total projected event attendance. *

Must be a number. No commas.

Describe how you determined this figure below. *

What method did you use?

How many years has this event been running for? *

Free programming

The Events Partnership Program supports free and accessible events that create memorable, engaging and innovative experiences for locals and visitors within the City of Melbourne municipality.

City of Melbourne is keen to support engaging experiences that encourage attendees to actively participate as part of the event.

Please outline the free programming elements associated with the overall event including a detailed description of each component. *Please also indicate if the event component is new programming. *

E.g cultural performances, kids activities, food and beverage offerings.

Projected attendance at all free programming *

Must be a number.
No commas.

Outline how the attendees will be encouraged to actively participate and engage with the free event programming. *

E.g. audience participation

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Please describe the ticketing conditions if your free event is ticketed for COVID-19 purposes *

Events that include ticketed components to satisfy COVID-19 safety requirements or offer credit of an equivalent value to use within the event are considered a free event.

Ticketed programming

Please outline the ticketed programming elements associated with the overall event including an accurate description of each component. *

Please include all elements of ticketed programming here. N/A if event does not have any ticketed components. Events charging a ticket price to satisfy COVID-19 safety requirements and offer equivalent value in event credit for products and / or services are considered a free event.

Projected attendance at all ticketed programming *

Must be a number.

No commas please. Leave a 0 if not applicable. Events that include ticketed components to satisfy COVID-19 safety requirements or offer credit of an equivalent value to use within the event are considered a free event.

Detail the historical attendance of the overall event:

Previous Event Year	Ticketed Attendance	Free Attendance	Total Attendance
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If additional lines are required, please click the 'Add More' button on the bottom right side of the table.	Must be a number.	Must be a number.	Please calculate total attendance.

Does this event have any involvement or association with any other areas of the Council? Include any branches, teams or individual staff members' names. *

Is this event already receiving support from another City of Melbourne funding program? *

- Yes
- No

Which City of Melbourne program is this event receiving support from? *

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As outlined in [guidelines](#), the program does not support events that are already receiving support from other City of Melbourne programs. Contact the team before progressing any further via email eventsponsorship@melbourne.vic.gov.au

Sponsorship request

* indicates a required field

The City of Melbourne provides sponsorship in either cash and/or in-kind support.

CASH SPONSORSHIP

- Cash sponsorship must be allocated towards the event with final allocation of City of Melbourne's cash sponsorship to be negotiated and specified in the sponsorship agreement.
- Please note for 2022 events only: In response to COVID-19, cash sponsorship may be allocated towards core operational costs such as salaries, venue hire or insurance where required or necessary.

IN-KIND SPONSORSHIP

- In-kind sponsorship includes the partial or full waiver of event site hire fees for public outdoor spaces managed by City of Melbourne.
- Please note: if you are a not-for-profit/community organisation the site hire fees will be waived regardless of the EPP sponsorship.

What type of sponsorship are you applying for? *

- Cash only
- In-kind only (not applicable for not-for-profit/community organisations)
- Cash and in-kind support (not applicable for not-for-profit/community organisations)

Not-for-profit/ community organisations please select "Cash only" as the site hire fees will be waived regardless of EPP sponsorship

Specify the amount of cash sponsorship you are applying for in each calendar year: *

\$

Must be a dollar amount.
No commas.

Specify the amount of in-kind sponsorship you are applying for in each calendar year: *

\$

Must be a dollar amount.
No commas.

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Total sponsorship request per year *

\$

This number/amount is calculated.

Note: if the event is applying for a multi-year partnership, we will calculate the investment request over several years.

Indicate how many years of sponsorship funding you are applying for: *

- 1 Year
- 2 Years
- 3 Years

How will a multi-year partnership support the event's long term goals and achieve the Event Partnership Program's objectives? *

Your answer should highlight a compelling rationale as to how this will support the event's strategic direction and reciprocated outcomes.

Partnership tier

City of Melbourne categorises all events into tiers to ensure the application, assessment and subsequent sponsorship agreement is equitable and reflective of the level of investment.

Tiers are categorised by the total investment value (cash and in-kind).

Based on the total sponsorship request above please select the tier you are applying for below: *

- Tier One: \$100,001+
- Tier Two: \$50,001-\$100,000
- Tier Three: \$10,001-\$50,000
- Tier Four: \$5,000 - \$10,000

Note: The tier selected will define the assessment of this application and, if successful, will be reflected in the KPIs of the sponsorship agreement.

Will you be using City of Melbourne managed public outdoor spaces for the event? *

- Yes
- No

If you are using public outdoor spaces managed by the City of Melbourne, you will need to apply for an [event permit](#), prior to submitting this application. A minimum of 10 working days' notice will be required in order to process your request. Fees may be applicable for an event permit, regardless of the outcome of this application. For information about public outdoor spaces managed by the City of Melbourne, view the City of Melbourne [interactive map](#), contact the Event Operations team on (03) 9658 8008, or via email at events@melbourne.vic.gov.au.

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Please indicate the value of the site hire fees as provided by the Events Operations Team. *

Must be a dollar amount.
Cannot contain a comma

Event budget

Ensure the event budget provides a detailed breakdown of income and expenditure including in-kind contributions and other income sources i.e commercial sponsors, ticket sales, government sources, funding agencies.

We also want to know the budget breakdown of the overall and free components if your event is ticketed.

Total Event Income *

\$

Must be a dollar amount.
No commas.

Total Event Expenditure *

\$

Must be a dollar amount.
No commas.

Upload the budget here *

Attach a file:

Indicate how you propose to allocate and spend the requested cash sponsorship towards your free components:

If additional lines are required, please click the 'Add More' button on the bottom right side of the table.	No commas. Must be a dollar amount.
	\$

Event marketing & sponsorship benefits

* indicates a required field

Event marketing

Event Marketing is how you plan to promote and advertise the event to a wider audience in order to drive event attendance.

Please include details of how the free event will be promoted and marketed as part of your campaign.

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Upload a copy of the marketing and communications plan for the event, including specific marketing plans for your free programming components. This document should demonstrate how the event will hero Melbourne as a City of Events and detail how the event will obtain international, national, state or local exposure: *

Attach a file:

Outline how you plan to promote the free event. This should demonstrate how the marketing activity will hero Melbourne as a City of Events and explain how the event will attract state or local exposure: *

Specify marketing engagement numbers for the event's digital/print channels.

Platform	URL/Publication Name	Following/Distribution
If additional lines are required, please click the 'Add More' button on the bottom right side of the table.	N/A where not relevant	No commas. Must be a number.
Event website		
EDM		
Print		
Facebook		
Instagram		
WeChat		

Market research

Market research is the gathering of information and data from event attendees. It can provide the event with areas of improvement or praise and can also be valuable for sponsors.

Outline the target audience identified for the free event: *

Outline how you plan to conduct market research in relation to the free event including attendee satisfaction: *

Economic impact

City of Melbourne values events that contribute significant economic impact to the municipality of Melbourne by enticing audiences into the city that contribute to the local economy.

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Upload the most recent Economic Impact Report: *

Attach a file:

If your organisation does not have a recent Economic Impact Report, please outline how this will be reported on in the attached.

Sponsorship benefits

The Event Partnership Program is a sponsorship program and not a grant, therefore there is an expectation that the application outlines a summary of bespoke sponsorship benefits on offer to City of Melbourne. This may include signage and branding opportunities, Councillor speaking / profile opportunities, tickets / invitations for associated events (indicate value), digital and print advertising etc.

The sponsorship benefits need to be representative of your requested sponsorship tier.

Attach a summary of the bespoke sponsorship benefits on offer to City of Melbourne: *

Attach a file:

Including but not limited to signage and branding opportunities, Councillor speaking/profile opportunities, tickets/invitations for associated events (indicate value), digital advertising opportunities, activation opportunities etc.

Outline the sponsorship benefits on offer to the City of Melbourne: *

Including but not limited to signage and branding opportunities, Councillor speaking/profile opportunities, tickets/invitations for associated events (indicate value), digital advertising opportunities, activation opportunities etc.

City outcomes

* indicates a required field

Acknowledgement of Country and / or Welcome to Country

An Acknowledgment of Country and / or a Welcome to Country should be given at all events receiving sponsorship through the Events Partnership Program. This recognises that Victoria has a strong and proud Aboriginal history and complex ownership and land stewardship systems stretching back many thousands of years and it pays respect to the Traditional Owners.

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

- Welcome to Country
- Acknowledgement of Country

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- Both an Acknowledgement of Country and a Welcome to Country
- The event will not have any form of official formalities

Click [here](#) for more detail.

Outline any additional cultural programming that will involve Aboriginal history and culture. *

Community engagement and cultural programming

City of Melbourne wants people to feel more connected and engaged with their community.

Outline the community groups that your organisation will engage as part of the **free event**.

How will these community groups be aligned with the **free programming elements** of your event?

For each community sector chosen outline how your organisation plans to engage, profile and involve these different sectors in the event:

Examples of community groups include Aboriginal community, childcare centres, LGBTIQ+ community, international residents, international students, multiculturalism, people who identify with a disability, people facing social and economic barriers, people without a home, precinct associations, residents, schools, seniors, sport and recreation clubs.

Community Sector	How will your organisation engage with this sector?	Is this a City of Melbourne based group?
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If additional lines are required, please click the 'Add More' button on the bottom right side of the table.		Community groups based within City of Melbourne are preferred

Business engagement

City of Melbourne supports events that partner with city businesses and brings visitors into the city year-round to help showcase Melbourne's unique shopping and dining precincts.

Outline how the overall event will proactively engage, benefit and integrate businesses and/or retailers within the City of Melbourne? *

E.g City businesses will be stall holders at the event, the event uses city based suppliers, local precinct associations are involved or there's business incentives to be involved.

Accessibility

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City of Melbourne wants to improve the municipality's social and physical accessibility for all ages and ensure people with a disability can fully participate in the democratic life of the city.

Event organisers must consider accessibility as an important part of their planning and put measures in place to ensure that the event site is accessible to everyone.

City of Melbourne has developed a [Good Access is Good Business Checklist](#) for events to use as a guide to assess event accessibility.

Will the event include any of the following? *

- Venue: entrance step free and lift available if event not on ground floor
- Invitation: is in an accessible format and asks participants "Please inform us of any dietary and/or access requirements"
- Wayfinding & Signage: include an access map denoting paths of travel, location of accessible toilets, prominent signage, green areas for assistive animals (to toilet during event)
- Inclusiveness: book Auslan interpreters, provide captions on videos, provide viewing platforms, train staff in disability awareness
- Space Arrangements: Allow sufficient space between aisles and leave gaps in seating for people using mobility aids
- Video recording or streaming online
- Event signage in languages other than English

Outline any additional accessibility measures that the event will implement. *

Sustainability

City of Melbourne is committed to reducing the environmental impact of all events in the city.

The event can contribute to Melbourne's sustainable goals by implementing best practice waste management through the reduction of waste to landfill, increasing recycling rates, influencing a sustainable supply chain and improving event attendees' ability to understand and reduce their own environmental impact.

Please refer to the EPP [Guidelines](#) for specific sustainability requirements for your application tier.

For additional tips on running a sustainable event see the City of Melbourne's [Sustainable Event Guide](#).

Describe the potential environmental impacts of the event and how the organisation plans to minimise them *

Describe how the organisation will plan, minimise and evidence best practice waste management at the event. *

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

Describe the potential environmental impacts of the event and how the organisation will manage and minimise waste creation at the event. *

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

Smoke-free areas

The Department of Health and Human Services' Tobacco Amendment Act 2016 amended the Tobacco Act 1987 to ban smoking at all outdoor dining areas when food is available for consumption - including outdoor events. For additional information on smoke-free areas see the [Factsheet for Smoke-free Events](#).

Will the event include smoke-free areas? *

- The event will be completely smoke-free
- There will be dedicated smoke-free areas
- There will not be dedicated smoke-free areas

Event Risk Assessment

The City of Melbourne wants to ensure that events have considered all event risks and have addressed these with specific allowances.

Please refer to page 24 - 26, 46 and 49 of the [Melbourne Event Planning Guide](#) for guidance.

Attach evidence that the event has considered all safety measures to deliver a public event. Evidence should include a Risk Assessment and a Crowd Management Plan. *

Attach a file:

Additional risk information

Does your event involve the use of animals? *

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- No
- Yes

What steps will you take to ensure the welfare of animals comply with animal cruelty laws and codes (ie the Prevention of Cruelty to Animals Act 1986)? *

Please note exhibitors and animal owners must hold all licences required (ie for petting zoos).

With the exception of COVID-19, please acknowledge any public issues or community concerns that have affected your event in the last 12 months.

Address how these will be considered in line with your business values and the values of City of Melbourne. *

Applicant details

* indicates a required field

Organisation name *

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.

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Website *

Must be a URL.

Street address *

Address

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.

Postal address

Contact person *

Title First Name Last Name

Applicant position *

Applicant primary email

*

Must be an email address.

Applicant primary phone number *

Must be an Australian phone number.
Include area code.

Is the event delivery organisation different to the applicant organisation? *

- Yes
 No

Event delivery organisation details

Organisation *

Organisation Name

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)

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DGR Endorsed
ATO Charity Type More information
ACNC Registration
Tax Concessions
Main business location

Contact person *

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

Phone number *

Must be an Australian phone number.
Include area code.

Email address *

Must be an email address.

Approximately how many people will be involved in the delivery of this event, including volunteers? *

What previous experiences do you and your team have with event management? *

E.g Your years of experience in an event management role or similar

Outline the capacity of your organisation to deliver the event. *

E.g How many years it has been running events for, what is the scale of the event and number of staff working the event.

Additional information

* indicates a required field

If there is anything else that you would like to add to support your application, include it here.

Upload any additional supporting documentation here.

Attach a file:

E.g letter of recommendation, official event proposal etc.

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Checklist

How did you hear about the Event Partnership Program?

- City of Melbourne website
- I'm a previous applicant / recipient
- Internet search
- Melbourne Magazine
- Online article
- City of Melbourne Social media (Facebook, Twitter, Instagram, LinkedIn)
- Other Social Media (Facebook, Twitter, Instagram, LinkedIn)
- Word of mouth / referral
- Other:

Select up to three options only.

Declaration *

- I will inform City of Melbourne if key details such as the date(s) of the event, the location and programming change before I am notified of the outcome of my application.
- I accept that my application will not be accepted if it is submitted after the deadline as specified on the City of Melbourne website and/or if it does not have all the required information and/or material.
- I have reviewed the information that I have provided and the statements I have made in this application form and it is correct and they are true to the best of my knowledge.
- If this application is approved, I consent to City of Melbourne publishing the name of the event and the amount of funding received on its website www.melbourne.vic.gov.au.
- I acknowledge and understand that the level of sponsorship offered to an event (if any) is determined by the available budget and how well the event supports the Council to achieve its goals and that this amount may differ to the amount requested.
- I agree to be added to the Event Partnership Program database, and to be contacted via email regarding event sponsorship and other event-related opportunities. I understand that my choice to subscribe or not has no bearing on the assessment of this application.

Privacy Statement:

The City of Melbourne is committed to protecting your privacy.

All information collected on this form is securely stored in SmartyGrants and City of Melbourne computer systems. The information requested on this form is being collected by City of Melbourne (via SmartyGrants) for the purpose of assisting with the assessment of applications for sponsorship.

The information will be disclosed to internal parties for the purpose of assessing your application. In addition, the information you provided on page one (the name of the event, the main location of the event and the date/s of the event), may be disclosed to external parties for the purpose of scoping Melbourne's broader event calendar.

No other information will be disclosed to any external party without your consent, unless required or authorised by law. Your personal information is collected to ensure that Council can contact you in a timely manner in relation to your application.

If you wish to notify Council of any changes to the personal information provided, contact the EPP team via email at eventsponsorship@melbourne.vic.gov.au.

By submitting an application you consent, if your application is successful, to Council publishing the name of the event and the amount awarded on its website at <http://www.melbourne.vic.gov.au>.

This information may also be used for promoting the City of Melbourne's sponsorship programs more generally.