

Event Partnership Program 2025 | Application Form

Form Preview

Is your Event eligible for EPP 2025?

* indicates a required field

Must answer Yes to the following:

Is the event free to attend, or does it have significant free programming? *

☐ Yes

Will the event attract more than 5,000 attendees to the free programming element? *

☐ Yes

Does the event start between 1 January - 31 December 2025? *

☐ Yes

Does the event take place within the City of Melbourne municipality? *

☐ Yes

Does the sponsorship amount requested equate to less than 70% of the overall expenditure of the free programming budget? *

☐ Yes

Is the organisation applying for sponsorship a legal entity with an ABN? *

☐ Yes

To be eligible for EPP, I agree that: *

- ☐ The event is NOT an industry or business event. eg conferences, tradeshow, congresses, symposiums etc.
- ☐ The event is NOT a teaching program lecture or university open day.
- ☐ The event is NOT an exhibition, PR opportunity, award ceremony or monthly recurring market.
- ☐ The event is NOT already receiving support from another City of Melbourne sponsorship, grant or funding program.
- ☐ The event DOES NOT politically or religiously denigrate, exclude or offend parts of the community.
- ☐ The event DOES NOT have an adverse effect on public health, safety, the environment or heritage.
- ☐ The event DOES NOT sell or promote unethically sourced animal products.
- ☐ The event DOES NOT exploit or use animals in harmful ways, for example, through exhibition or use in performances.
- ☐ The event DOES NOT have an outstanding acquittal, outstanding debt or have failed to comply with the terms and conditions of any previous funding agreement with City of Melbourne.
- ☐ The applicant's ABN entity type is NOT an individual or sole trader.
- ☐ The applicant is NOT a City of Melbourne employee.

At least 11 choices must be selected.

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Ineligible Application - Do Not Submit Application

Please do not submit this application, as it has been deemed *ineligible* based on your answers in this application.

If you do submit this form, your application will not be assessed and you will not receive any further correspondence from us regarding this application.

If you wish to speak with us directly regarding your events eligibility, please contact us via eventsponsorship@melbourne.vic.gov.au.

City of Melbourne offers a wide range of grants and sponsorships to individuals, community organisations and businesses in the arts, recreation, events and business sectors. We recommend checking the [Grants and Sponsorships](#) webpage for any opportunities that may be suitable.

I acknowledge that this event is ineligible to apply for EPP *

☐ Agree

Applicant details

* indicates a required field

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.

Organisation name *

Website *

Must be a URL.

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Street address *

Address

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

Postal address

If different from street address.

Contact person *

Title

First Name

Last Name

Identify

City of Melbourne is committed to equality and looking to collect data to better understand and achieve this. This does not impact the results of your application.

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

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Goods & Services Tax (GST)

DGR Endorsed

ATO Charity Type

[More information](#)

ACNC Registration

Tax Concessions

Main business location

Contact person *

Title

First Name

Last Name

Identify

City of Melbourne is committed to equality and looking to collect data to better understand and achieve this. This does not impact the results of your application.

Phone number *

Must be an Australian phone number.
Include area code.

Email address *

Must be an email address.

Event details

* indicates a required field

WE RECOMMEND YOU REFER TO THE EVENT PARTNERSHIP PROGRAM 2025 GUIDELINES WHILST YOU COMPLETE YOUR APPLICATION.

- [PDF](#)
- [DOC](#)

Event name *

Please provide a brief description of the event (100 words) *

Must be no more than 100 words - you can expand on this later

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Event start date *

Must be a date and between 1/1/2025 and 31/12/2025.

Event end date *

Must be a date and no earlier than 1/1/2025.

Approximate start and finish times *

If start and finish times vary by day, please outline for each day.

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

The City of Melbourne municipality includes 14 suburbs that people from many cultures call home and where diverse private businesses and government organisations are located. Although there are 14 suburbs, we've combined them into area profiles for reporting purposes.

Please select the area that your event takes place in. If your event is across multiple suburbs, please select all that apply.

For further details on area profiles: <https://www.melbourne.vic.gov.au/about-melbourne/melbourne-profile/suburbs/Pages/suburbs.aspx>

Area Profiles *

- ☐ Carlton & Carlton North
- ☐ Docklands
- ☐ East Melbourne
- ☐ Kensington & Flemington
- ☐ Melbourne (Postcode 3000 & 3004)
- ☐ North Melbourne
- ☐ Parkville
- ☐ Port Melbourne
- ☐ Southbank & South Wharf
- ☐ South Yarra - West
- ☐ West Melbourne

How can patrons access this event? *

- ☐ Free
- ☐ Ticketed
- ☐ Combination of free & ticketed

If the event is ticketed but tickets are free then select 'Free'.

Attendance

Projected attendance at all free programming *

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Must be a number and at least 5000.

Projected attendance at all ticketed programming

Must be a number.
Leave a 0 if not applicable

Total projected event attendance

This number is calculated.

Describe how you calculated the projected attendance *

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

☐ Yes ☐ No

How many years has this event been running for? *

Please detail the historical attendance for the last 5 years or more.

If additional lines are required, please click the 'Add More' button on the bottom right side of the table.

Previous Event Year	Ticketed Attendance	Free Attendance	Total Attendance
	Must be a number	Must be a number	

Free programming

This section has a weighting of 17%. Further information can be found on page 8 of the guidelines. 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.

Describe the free event in more detail. Please outline the free programming elements associated with the overall event including a detailed description of each component. *

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E.g cultural performances, kids activities, food and beverage offerings. If previously sponsored through EPP, please outline if the event component is new programming.

If you have an event proposal to help support the above please upload here.

Attach a file:

eg. such as images

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.

Capacity To Deliver Events

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

What previous experiences does your organisation / team have to deliver the event? *

Please include links to videos of previous events, event website, plus any additional documentation of successful event delivery.

Attach a file:

upload evidence of previously run events.

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

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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? *

The Event Partnership Program does not support events that are already receiving support from other City of Melbourne sponsorship, grant or funding programs. *Contact the team before progressing any further via email eventsponsorship@melbourne.vic.gov.au*

Sponsorship request

* indicates a required field

Further information can be found on page 5 of the guidelines. The Event Partnership Program provides sponsorship in either cash and/or in-kind support.

CASH SPONSORSHIP

- Cash sponsorship must be allocated towards the free programming of the event with final allocation of City of Melbourne's cash sponsorship to be negotiated and specified in the sponsorship agreement.
- Events must not be fully reliant on funding from City of Melbourne and must be able to demonstrate that their sponsorship request equates to less than 70% of the overall expenditure of the free programming budget.

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: Community or not-for-profit registered organisations may be eligible for a full fee waiver regardless of the EPP sponsorship. Events covered by the *Major Events Act 2009* are encouraged to apply for EPP sponsorship to be considered for a partial or full fee waiver of site hire fees.

What type of sponsorship are you applying for? *

- ☐ Cash only
☐ In-kind only
☐ Cash and in-kind support

- In-kind is only applicable for site hire fees for public outdoors spaces managed by City of Melbourne.
- Not-for-profit / community organisations please select "Cash only" as the site hire fees will be waived regardless of EPP sponsorship.

PLEASE REFER TO PAGE 6 OF THE GUIDELINES FOR FURTHER INFORMATION REGARDING EXPECTATIONS AROUND LEVELS OF FUNDING AND PARTNERSHIP TIERS.

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Specify the amount of cash sponsorship you are applying for in each calendar year, excluding GST *

\$

Requests for cash sponsorship must be a no more than \$150,000.

On occasion, successful applicants may receive a lower amount than requested. This may occur when:

- the full funding is not available;
- the funding requested is not relative to Events of a similar size and nature; and
- the assessors believe the Event will still be viable and worthwhile supporting, however not at the full sponsorship level requested.

Could this event proceed if only partial cash funding was approved? *

☐ Yes

☐ No

If answer is 'No' then Council may not consider your application if we are unable to meet level of cash funding requested.

Minimum level of cash sponsorship required

Please outline the minimum amount of cash sponsorship required to deliver an event to the scale that is noted in your application.

Please use any previous levels of cash funding you may have received from the Event Partnership Program as a guide when specifying the minimum amount.

Specify the minimum amount of cash sponsorship you are applying for in each calendar year, excluding GST *

\$

We strongly encourage applicants to make use of the next question where appropriate, so that assessors can make informed decisions about the viability of your event.

In detail, please explain the impact a lower level of funding may have on the free elements of your event. *

If minimum amount is the same as requested amount please write N/A.

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

\$

Leave blank if you are a not-for-profit as fees are already waived or if you are not using a City of Melbourne managed space.

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Total 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

Further information can be found on page 6 of the guidelines. 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 1: \$100,001+
- ☐ Tier 2: \$50,001 - \$100,000
- ☐ Tier 3: \$10,000 - \$50,000

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

Event permit

Further information can be found on page 10 of the guidelines.

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

- ☐ Yes
- ☐ No

If you intend on using any public open space managed by City of Melbourne, you need to submit an event permit application [online](#). A minimum of 10 days' notice will be required in order to process an application. Fees may be applicable for an event permit regardless of the outcome of this application.

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For information about an outdoor space, view the City of Melbourne [interactive map](#), contact the Event Operations Team on (03) 9658 9658, or via email at events@melbourne.vic.gov.au.

Have you submitted your Event Permit application? *

☐ Yes ☐ No

You must submit an event permit application [here](#) before proceeding further with the EPP application.

To apply for an initial event permit you only require:

- Event name
- Date
- Venue
- Number of attendees
- Will there be trading (i.e. food, beverages, merchandise etc)

For further information about event permits contact the Event Operations Team on (03) 9658 9658, or via email at events@melbourne.vic.gov.au.

Have you received your Booking Reference number (BP ####) and Event Permit quote from the Event Operations Team? *

☐ Yes ☐ No

You may still submit your EPP application if you have not received a Booking Reference and Event Permit quote, as long as a permit application has been submitted.

Please provide the Booking Reference number (BP ####) and Event Permit quote as provided by the Event Operations Team.

Booking Reference *

For example - BP 1234

Event Permit quote *

Cannot contain a comma

Event budget

Further information can be found on page 9 of the guidelines. 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.

Events must not be fully reliant on funding from City of Melbourne and must be able to demonstrate that their sponsorship request equates to less than 70% of the overall expenditure of the free programming budget.

You may attach your own budget, or alternatively a template can be downloaded [here](#).

Please provide the budget breakdown of the overall and free components if your event is ticketed.

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Total Event Income *

\$

Must be a dollar amount.

Total Event Expenditure *

\$

Must be a dollar amount.

Upload the budget here

Attach a file:

Please upload a breakdown of your full event budget (not just where City of Melbourne funds will be allocated).

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.	Must be a dollar amount.
	\$

Total proposed cash sponsorship allocation

\$

This number/amount is calculated.

Total requested must match total in budget.

Has this event received any funding from Council over the last 5 years, including funding through EPP.

☐ Yes

☐ No

Please provide details of the previous Council funding received over the last 5 years.

If additional lines are required, please click the 'Add More' button on the bottom right side of the table.

Year	Funding program name	Amount received
		\$
		Must be a dollar amount.

Market research and visitation information

* indicates a required field

This section contributes to an overall weighting of 21%.

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Market research

Further information can be found on page 10 of the guidelines. 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: *

- ☐ Formal market research conducted by an external organisation
- ☐ Market research (externally or internally delivered) e.g. surveys
- ☐ Market research recorded through anecdotal emails, online comments etc

Economic impact

Further information can be found on page 10 of the guidelines. 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,

Please provide a copy of your most recent Economic Report. *

- ☐ Upload a recent Economic Impact Report
- ☐ I don't have a recent Economic Impact Report

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. *

Visitation data

Further information can be found on page 10 of the guidelines. The below information will be used in assessing the events visitation and spend data.

The questions below in regards to visitation data and percentage breakdowns relate to past events, and are not an estimation for future events.

Please provide the event details that the below visitation data relates to.

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Event name *

Event start date *

Must be a date.

Event end date *

Must be a date.

Unique visitors is the figure of attendees that attended one time. For example, a performance that occurs for one day at one set time will have a unique visitation of 100%. A multi-day event will have duplicate visitors and therefore will have a lower percentage of unique visitation.

Unique Visitation % *

Must be a percentage

Provide a percentage breakdown of the visitor composition.

Metro Melbourne % *

Regional Victoria % *

Interstate % *

International % *

Total percentage % *

This number is calculated. Must equal 100%

Of those who visited mainly for the event, please provide the visitor composition breakdown.

Metro Melbourne % *

Regional Victoria % *

Interstate % *

International % *

Total percentage % *

This number is calculated. Must equal 100%

**hint: if you are an existing partner you should have this detail based on your market research questions.*

Is spend by visitor composition available? *

☐ Yes

☐ No

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i.e. a breakdown of spend for visitors from Melbourne, regional Victoria, interstate, and international

Average spend per visitor

Metro Melbourne *

\$

Regional Victoria *

\$

Interstate *

\$

International *

\$

Average spend per visitor *

\$

City outcomes

* indicates a required field

Acknowledgement of Traditional Owners and / or Welcome to Country

This section contributes to an overall weighting of 15%. Further information can be found on page 8 of the guidelines. An Acknowledgment of Traditional Owners 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.

Please read [here](#) before answering this question to understand the difference between an Acknowledgment of Traditional Owners and a Welcome to Country.

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

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

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

This does not include the Acknowledgment of Traditional Owners or Welcome to Country from the previous question.

Community engagement

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This section contributes to an overall weighting of 15%. Further information can be found on page 8 of the guidelines. Please outline one or more community groups that your organisation will engage as part of the **free programming elements** of your event.

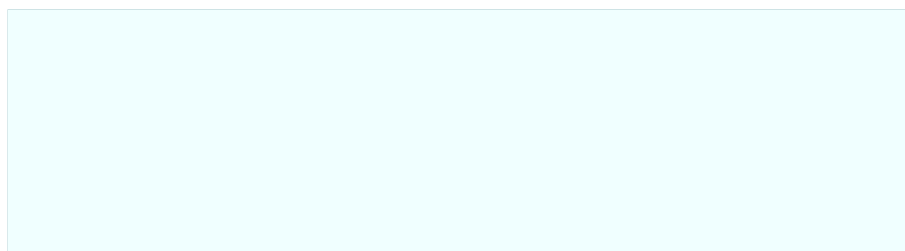
For each community group chosen outline how your organisation plans to **meaningfully engage, profile and involve** these different sectors in the event.

- Aboriginal community;
- Childcare centres;
- LGBTIQA+ community;
- International residents;
- International students;
- Multicultural communities;
- Older Adults;
- People with disability;
- People facing social and economic barriers;
- People without housing;
- Precinct associations;
- Schools;
- Sport and recreation clubs; and
- Other.

For this question please only provide details of the groups located within the City of Melbourne municipality.

Hint: only provide details of the community groups your organisation can engage. Other than just inviting these community groups to the event, meaningful engagement could include an Aboriginal specific performance (separate to a Welcome to Country) or active participation of these groups at the event.

*



Business engagement

This section contributes to an overall weighting of 21%. Further information can be found on page 8 of the guidelines. 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.

In your summary of how the event will engage with Melbourne businesses, please consider the following:

- Communicating to the local businesses that the Event is taking place.
- Inviting businesses to participate onsite (stallholders).

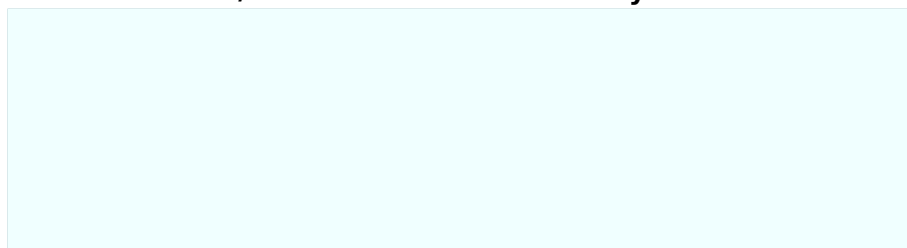
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- Engage the [local precinct association](#) about the Event.
- Creating a platform for businesses to be involved in the programming of the Event.
- Showcase and promote the uniquely Melbourne retail and hospitality experiences such as laneways, rooftops and shopping strips.

An example of impactful and meaningful business engagement is to provide local businesses with a promotional asset kit and ideas for theming their façade or shopfront during the event period. In exchange, businesses can receive a digital toolkit with copy, content and social guidelines for use across websites and social media platforms to promote the event.

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.

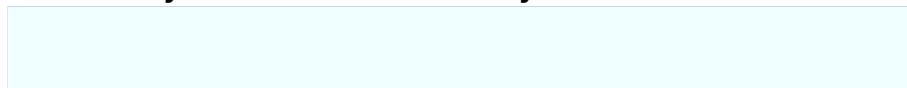
Accessibility and inclusion

This section contributes to an overall weighting of 15%. Further information can be found on page 9 of the guidelines. 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.

Will the event include any of the following? *

- ☐ Venue: entrance step free and lift available if event not on ground floor
- ☐ Participants are able to advise of dietary and/or access requirements prior to event
- ☐ Wayfinding & Signage: include an access map denoting paths of travel, location of accessible bathrooms and prominent signage
- ☐ Inclusiveness: book Auslan interpreters, provide captions on videos, provide viewing platforms, train staff in disability awareness
- ☐ Social Media: include image description on posts, website in accessible format.
- ☐ 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
- ☐ Quiet spaces for rest and recuperation
- ☐ Affiliate with the Hidden Disabilities Sunflower scheme
- ☐ Provide water trays for Assistance and Companion dogs and green areas for assistive animals (to toilet during event)

Outline any additional accessibility measures that the event will implement.



Sustainability

This section has a weighting of 10%. Further information can be found on page 9 of the guidelines. 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](#).

If the chosen venue has their own sustainability and waste guidelines you must adhere to for your event, please attach them here.

Attach a file:

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

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

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

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 marketing & sponsorship benefits

* indicates a required field

This section has a weighting of 16%.

Event marketing

Further information can be found on page 10 of the guidelines. 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.

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 destination of choice and detail how the event will obtain local, state, national or international exposure.

Attach marketing and communications plan *

Attach a file:

Outline how you plan to promote the free event. This should demonstrate how the marketing activity will hero Melbourne and explain how the event will attract local, state, national or international exposure. *

Specify marketing engagement numbers for the event's channels.

Platform	URL / Social Media Handle / Publication Name	Followers	Distribution	Subscriber Rate	Engagement Rate
	N/A where not relevant	No commas. Must be a number.	No commas. Must be a number.	No commas. Must be a number.	No commas. Must be a number.
Event website					
EDM					

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Print					
Facebook					
Instagram					
WeChat					
LinkedIn					
TikTok					

Sponsorship benefits

Further information can be found on page 8 of the guidelines. 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.

You are able to either detail these below or upload a bespoke summary.

Choose how to provide sponsorship benefits *

- ☐ Upload bespoke summary
- ☐ Detail sponsorship benefits below

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

Attach a file:

What sponsor designation will City of Melbourne receive? *

- ☐ Presenting Partner
- ☐ Major Partner
- ☐ Event Partner

Signage and branding *

- ☐ Yes
- ☐ No

Provide details *

Speaking / Profile opportunities *

- ☐ Yes
- ☐ No

Provide details *

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Ticketing / Invitations *

☐ Yes ☐ No

Provide details *

Digital Advertising & Social Media *

☐ Yes ☐ No

Provide details *

Printed Advertising *

☐ Yes ☐ No

Provide details *

Activation opportunities *

☐ Yes ☐ No

Provide details *

Other *

☐ Yes ☐ No

Other examples could include:

- Room hire / venue in-kind for Council to utilise space for meetings and / or events outside of your event dates.

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- Guest / player appearances for Council to utilise to build additional marketing content.
- Additional marketing content provided by applicant.
- Anything that can be utilised by other areas in council (i.e. international students, sports & recreation centres, ArtPlay).
- Special events and money can't buy experiences for Council supported community groups.
- Activation opportunities for Council branches.

Provide details *

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.

How did you hear about the Event Partnership Program? *

- ☐ I'm a previous recipient of EPP
- ☐ City of Melbourne - Event Partnerships newsletter
- ☐ City of Melbourne - Website
- ☐ City of Melbourne - What's on newsletter / website / social media
- ☐ City of Melbourne - Social media (Facebook, Twitter, Instagram, LinkedIn)
- ☐ Other Social Media (Facebook, Twitter, Instagram, LinkedIn)
- ☐ Queen Victoria Market newsletter / website
- ☐ Fed Square newsletter / website
- ☐ Internet search
- ☐ Melbourne Magazine
- ☐ Online article
- ☐ Word of mouth / referral
- ☐ Other:

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.

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- ☐ 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 acknowledge that I will be required to provide a Event Risk Assessment and Public Liability Insurance.
- ☐ 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 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.

Is your event embargoed? *

- ☐ Yes
- ☐ No

Please advise what date your event will be launched publicly.

Must be a date.

Application feedback

Do you have any feedback regarding the program guidelines?

Was there any part of the application process that was unclear?

Please provide City of Melbourne with your suggestions about any improvements and / or additions to the application process / form that you think we need to consider.

If you have applied for funding through other Government bodies, how does the application process for Event Partnership Program compare to these?

Are there any other comments you would like to provide about the Event Partnership Program?