

# Event Partnership Program 2027 | Application Form

## Form Preview

### Eligibility check list

\* indicates a required field

#### Event Partnership Guidelines

To be **eligible** for the Event Partnership Program (EPP), the event must:

- Be free to attend or have significant free programming with a minimum attendance of 5,000 to the free programming.
- Start between 1 January and 31 December 2027.
- Demonstrate that a minimum of 30% of the event's costs will be self-funded or confirmed to come from other income streams.
- Have a valid Certificate of Currency for public liability insurance of \$20 million.
- Be presented by a legal entity with an ABN, that is not an individual or sole trader.
- Occur within the [City of Melbourne municipality](#).

Applications will be **ineligible** if any of the following apply:

- The event is an industry or business event, trade and consumer show, for example exhibitions, conferences, tradeshow, congresses, symposiums etc.
- The event is a PR opportunity, award ceremony, commercial theatre production or recurring market.
- The event is a teaching program, lecture or university open day.
- The event has an adverse effect on public health, safety, the environment or heritage.
- The event will not comply with anti-discrimination / anti-vilification legislation and / or are incompatible with Council's policies, priorities or values. Council's priorities include those set out in the [Inclusive Melbourne Action Plan 2024-26](#) (IMAP).
- The event sells or promotes unethically sourced animal products, exploit or use animals in harmful ways, for example, through exhibition or use in performances.
- The event (including components thereof) receives funding from another City of Melbourne program.
- Organisations that have an outstanding debt to City of Melbourne or that have failed to comply with the terms and conditions of any previous funding agreement or is in a legal conflict with City of Melbourne.
- The applicant undertakes canvassing or lobbying of Elected Members and / or employees of City of Melbourne in relation to the sponsorship request during the application and assessment period.
- The applicant conducts or has conducted themselves in a way that is considered to be injurious or prejudicial to the character or interests of City of Melbourne.
- The applicant is requesting funds for debt reduction or operational deficits.
- The applicant is requesting sponsorship for reimbursement of funds already spent.

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- The applicant is a Commonwealth or State Government Department, City of Melbourne employee or elected member of Council, or their immediate family. This does not include organisations they may be part of.
- The applicant is a political party or considers the primary purpose of the event to be political.

**Ineligible applications will not advance to the assessment stage and applicants will be notified once final recommendations have been endorsed by Council.**

**The event is eligible to apply for EPP \***

Agree

## Get in touch

If you wish to speak with us directly regarding the eligibility of your event, please contact us via email at [eventsponsorship@melbourne.vic.gov.au](mailto: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.

## 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	<a href="#">More information</a>
ACNC Registration	
Tax Concessions	
Main business location	

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Must be an ABN.  
Sole traders are not eligible.

**Event Organisation \***

Organisation Name

**Event Website \***

Must be a URL.

**Organisation Address \***

Address

  

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

**Applicant Contact Details \***

Title      First Name      Last Name

            

**Applicant Contact Position \***

**Applicant Mobile Number \***

Must be an Australian phone number.

**Applicant Email \***

Must be an email address.

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

Yes

No

### Event delivery organisation details

**Event Delivery Organisation Name \***

Organisation Name

**Event Delivery Organisation 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

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ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	<a href="#">More information</a>
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

### Event Delivery Organisation Person \*

First Name

Last Name

### Event Delivery Organisation Phone Number \*

Must be an Australian phone number.

### Event Delivery Organisation Primary Email \*

Must be an email address.

## Event Details

\* indicates a required field

### Event name \*

### Event start date \*

Must be a date and between 1/1/2027 and 31/12/2027.

### Event end date \*

Must be a date and no earlier than 1/1/2027.

### Event timing \*

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

### Event location \*

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**Is the venue confirmed? \***

- Yes
- No

**Your event is: \***

- Free
- Combination of free & ticketed

**Event description \***

If your event is ticketed, please only include free components of your event here.

### Free event programming

Please provide a concise overview of the proposed free programming for each day of the event. This information can be updated as the event approaches, it is intended to help assessors understand the proposed planned activities.

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

Day/Date	Morning	Afternoon	Evening
E.g: Mon 5th July	E.g. 10am - 11:30am: cultural performances, kids activities, food and beverage offerings.	E.g. 2pm - 4pm: Official speeches on stage followed by on stage performances.	E.g. 6pm - 10pm: DJ, food trucks, event closes at 10pm.

### Ticketed programming

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

Please include all elements of ticketed programming here. EPP funding cannot be used for this portion of the event.

**Ticketed projected attendance \***

0

Must be a number.

### Attendance

**Event projected attendance (free programming only) \***

Must be a number and at least 5000.

**Total projected event attendance**

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This number is calculated.

**How have you calculated the projected attendance? \***

Eg: attendance at previous events, registrations etc.

**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 free and ticketed physical attendance for the last 5 years or more.

Attendance to online events is not applicable.

Previous Event Year	Ticketed Attendance	Free Attendance	Total Attendance
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	Must be a number, 0 if free	Must be a number	

### Capacity To Deliver Events

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

**What previous experience 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.

**Upload any supporting evidence of previously run events:**

Attach a file:

Eg: event images and videos showcasing programming and crowd size

**If you have an event proposal or any other documents to help support and describe the above please upload here:**

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Attach a file:

This is not required. Please only upload if you have additional supporting documentation.

## Event Permit

\* indicates a required field

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 6 weeks' notice is required for all event permit applications, once your application is submitted you will hear back from the Event Operations Team confirming next steps within 10 business days. Fees may be applicable for an event permit regardless of the outcome of this application.

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](mailto:events@melbourne.vic.gov.au).

We also recommend contacting the Building Control POPE team to ascertain if your event may require a [Place of Public Entertainment Permit \(POPE\)](#) at [building@melbourne.vic.gov.au](mailto:building@melbourne.vic.gov.au). Regardless of your entity type, all events are expected to pay for the POPE, and they are unable to be waived as part of Event Partnership Program sponsorship.

If you're a major event and wish to book outdoor public space managed by the City of Melbourne across multiple years, an application will be required for the Major Events Expression of Interest (EOI). For further information and key application dates, we recommend referring to the [Major Events EOI page](#) on the City of Melbourne website.

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

Yes  No

See EPP Guidelines for further information.

**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)

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

### Have you received your Booking Reference number (BP/IB ####) 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/IB ####) and Event Permit quote as provided by the Event Operations Team.

Booking Reference - BP/IB Number \*

For example - BP 1234

Event Permit Requirements/EPP quote \*

Cannot contain a comma

## Sponsorship Request & Event Budget

\* indicates a required field

The Event Partnership Program is a highly competitive and often oversubscribed program.

As a result, not all applications can be supported or funded at the full amount requested. Assessors may consider an event viable and worthy of support but recommend a lower level of sponsorship, particularly where the funding request does not align with the program tiers or with other supported events of a similar size and nature.

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

- 1 Year  
 2 Years  
 3 Years

Multi-year funding is available if your event is likely to take place annually with minimal changes to programming. If approved for multi-year funding you will not need to re-apply for each year.

### What type of sponsorship are you applying for? \*

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

Please note adequate requests are roughly based on \$1pp for attendance.

## Cash request

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

### Tier information:

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- Tier 1 - \$100,001 - \$150,000
- Tier 2 - \$50,001 - \$100,000
- Tier 3 - \$10,000 - \$50,000

\*

\$

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

### Is the event registered for GST? \*

- Yes  
 No

### In-kind request

We recommend contacting the Building Control POPE team to ascertain if your event may require a [Place of Public Entertainment Permit \(POPE\)](#) at [building@melbourne.vic.gov.au](mailto:building@melbourne.vic.gov.au).

Regardless of your entity type, all events are expected to pay for the POPE and reserved parking fees (if applicable), as these are **unable** be waived as part of EPP sponsorship.

### 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.

### How will EPP funds be spent

Financial support should be used to present or enhance the free event programming and / or support a broader marketing or PR campaign that increases attendance and has a greater economic impact for the city.

#### Description of activity/purpose:

\$

	Must be a dollar amount.
	\$

Ensure 'how the funds will be spent' matches or is more than the total requested amount.

#### How EPP funds will be spent (total):

\$

This number/amount is calculated.  
Total requested must match total in budget.

#### Total requested:

This number/amount is calculated.  
If you are applying for a multi-year partnership, the total funding request is a per year figure.

### Event Budget

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Please 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.

Funding requests must show events are not overly reliant on the program by demonstrating that a minimum of 30% of the event's costs will be self-funded or confirmed to come from other income streams. Events that demonstrate the ability to generate higher financial contributions will be viewed more favourably.

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.

### **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).

## City of Melbourne Outcomes

\* indicates a required field

### **Acknowledgement of Traditional Owners and/or Welcome to Country**

A [Welcome to Country or an Acknowledgement of Traditional Owners](#), should be given at all events. This recognises the continuing connection of Aboriginal Traditional Owners to Country. View our [Aboriginal Melbourne](#) website for more information and to view City of Melbourne's [Reconciliation Action Plan](#).

### **Outline all Aboriginal cultural programming taking place: \***

E:g such as Acknowledgement of Traditional Owners and a Welcome to Country or additional Aboriginal cultural programming.

## Community Engagement

**List the community groups the event will engage with, and outline how they will be integrated in the event. \***

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Example list of Community Groups:

- Aboriginal community
- Childcare centres
- LGBTIQ+ 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

## 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.

Please consider the following:

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

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

## Accessibility and inclusion

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.

Refer to the [Inclusive Melbourne Action plan 2024-26](#) for priorities.

**Outline the accessibility and inclusion measures that the event will implement: \***

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### Sustainability & Waste

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

**Waste management requirements:** All successful events must supply separate bins for general rubbish and mixed recycling, ensuring clear and appropriate signage. If the event includes retail food services, hosts must also provide organics recycling to facilitate the separation of food waste and garden organics.

**Single-use plastics requirement:** All successful events must comply with the Victorian Government's Single-Use Plastics Ban.

**Describe any additional waste management and/or sustainability initiatives that will be implemented as part of the event: \***

### Smoke and vape 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 and vape free areas see the [Factsheet for Smoke-free Events](#).

**Will the event include smoke and vape free areas? \***

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

### Event Marketing

\* indicates a required field

Upload a copy of the event's marketing and communications plan. If the event is also ticketed, include specific marketing strategies for the free programming components.

The document should demonstrate how the event will position Melbourne as a destination of choice and outline how it will achieve local, state, national, and/or international exposure.

**Attach marketing and communications plan \***

Attach a file:

**Specify marketing engagement numbers for the event's channels.**

Platform	URL/Social Media Handle/ Publication Name	Followers / Distribution
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	N/A where not relevant	No commas. Must be a number.
Event website		
Facebook		
Instagram		
Print		
Email marketing (eDM/ newsletter)		

## Market research and visitation information

\* indicates a required field

### 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 event: \***

Eg: General public, Youths, LGBTQIA+, Women, Older Adults etc

**Outline how you plan to conduct market research: \***

- Formal market research conducted by an external organisation.
- Internally delivered at the event, with event staff surveying attendees etc.
- Internally delivered by post event by recorded through anecdotal emails, online comments etc

### Economic impact

Events requesting a total of \$100,001 or more in cash and in-kind support are required to upload an Economic Impact Report prepared by a third party.

If your organisation does not have a recent Economic Impact Report, you must outline how this impact will be measured and reported.

**Upload the most recent Economic Impact Report**

Attach a file:

If required and not uploaded, it will impact the assessment of your application.

## Sponsorship Benefits

\* indicates a required field

### Sponsorship benefits

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The Event Partnership Program is a sponsorship program, therefore there is an expectation that the application outlines a summary of bespoke sponsorship benefits on offer to City of Melbourne.

The sponsorship benefits need to be representative of your requested sponsorship tier. These items will be negotiated during the development of the EPP agreement, so this list represents only the initial suggestions.

### **Tier 1 - \$100,001 - 150,000**

- Minimum \$10,000 in ticketing / corporate hospitality (if applicable)
- Significant digital and print advertising
- Significant signage and branding opportunities
- Significant speaking opportunities

### **Tier 2 - \$50,001 - \$100,000**

- Minimum \$5,000 in ticketing / corporate hospitality (if applicable)
- Moderate digital and print advertising
- Significant signage and branding opportunities
- Significant speaking opportunities

### **Tier 3 - \$10,000 - \$50,000**

- Minimum \$2,500 in ticketing / corporate hospitality or equivalent (if applicable)
- Basic digital and print advertising
- Signage and branding opportunities
- Speaking opportunities

### **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?**

Eg: Major Partner, Presenting Partner, Event Partner.

### **Signage and branding opportunities:**

Eg: City of Melbourne logo to sit on event stage banner, event collateral etc.

### **Speaking opportunities:**

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Eg: a Council representative to give the opening remarks at the event.

### **Ticketing / Invitations opportunities:**

Eg: VIP functions and ticketing opportunities for Council representatives and community groups to utilise.

### **Digital Advertising & Social Media opportunities:**

Eg: a Council banner to sit on the event website, Facebook and Instagram posts on your event socials promoting City of Melbourne.

### **Printed Advertising opportunities:**

Eg: City of Melbourne Ad to be included in event magazine.

### **Activation opportunities:**

Eg: for City of Melbourne departments to activate at your event showing their work.

### **Any additional opportunities:**

Eg: vouchers for community groups to utilise at your event etc.

## Additional information

\* indicates a required field

EPP applications need to be submitted by 4pm, Friday 15th May 2026.

### **Is your event embargoed? \***

- Yes
- No

### **Please advise what date your event will be launched publicly. \***

Must be a date.

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### Is there any feedback or suggestions you would like to provide about the Event Partnership Program?

### 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, Instagram, LinkedIn)
- Other Social Media (Facebook, Instagram, LinkedIn)
- Queen Victoria Market newsletter/website
- Fed Square newsletter/website
- Internet search
- Melbourne Magazine
- Online article
- Word of mouth/referral
- Other:

### I agree to be added to the Event Partnership database \*

- Yes
- No

To be contacted via email regarding event sponsorship and other event-related opportunities.

### By submitting this application, I declare that; \*

- 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. 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. 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](http://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. If this application is approved, I acknowledge that I am responsible for completing an Event Risk Assessment and ensuring appropriate Public Liability Insurance is in place.