

City of Kalamunda Cultural Activities & Event Sponsorship

Guidelines and application form

2026/2027



Program Overview

The City of Kalamunda supports cultural activities and events that activate local places, connect people and create opportunities for everyone to participate and belong. Through this program, the City invests in activities that respond to local strengths and needs, celebrate the identity of our places, build community capability and contribute to a vibrant and sustainable local economy.

The program supports the City's strategic objectives and its approach to Place and Community Experience. Successful activities should deliver clear public value and contribute to one or more of the following outcomes:

- » People feel connected, included and welcome.
- » Local places are active, distinctive, safe and enjoyable.
- » Communities help shape and deliver activities that matter to them.
- » Local organisations, volunteers and event organisers build skills, partnerships and capability.
- » Local businesses, tourism and the visitor economy benefit.
- » Activities are accessible, environmentally responsible and capable of creating an ongoing legacy.

Funding Streams

Funding stream	Purpose	Suitable applicants and activities
Cultural Activities and Event Sponsorship	Supports larger cultural activities and events that deliver significant community, place, visitor or economic outcomes and provide appropriate recognition for the City.	Organisations delivering established or new activities that reach a wide audience, involve strong partnerships and show clear benefits for the community.
Small Event Sponsorship	Supports locally led, smaller-scale activities that strengthen participation, connection, wellbeing or activation of a local place.	Eligible not-for-profit, charitable and community organisations seeking up to \$3,000.

Both streams are competitive. Applications are assessed on merit, alignment with program outcomes, demonstrated need, deliverability and the funding available. Submission of an application does not guarantee support.



How to Apply

1. Read these guidelines and select the funding stream that best matches your activity.
2. Discuss the proposal with the City before applying if you are unsure about eligibility, approvals or the appropriate funding stream.
3. Complete every relevant question in the application form and attach the required supporting information.
4. Submit the application by the advertised closing date. Late or incomplete applications may not be assessed.

Applicants will be advised in writing of the outcome and any conditions that apply.

Closing date 31 October 2026

Cultural Activities & Event Sponsorship

This funding stream supports larger activities and events that deliver meaningful outcomes for the community, activate or enhance local places, attract visitors, strengthen Kalamunda's identity and provide positive recognition for the City.

To be eligible, the activity must:

- » demonstrate a clear and substantial benefit to the City and its community;
- » be open and accessible to the public, and be free or reasonably priced wherever possible;
- » demonstrate broad community, place, cultural, visitor or economic benefit;
- » align with the City's strategic objectives;
- » be safely and responsibly planned, with all relevant approvals obtained; and
- » provide recognition and promotional benefits appropriate to the level of sponsorship requested.

Examples may include festivals, fairs, cultural celebrations, arts activities, visitor experiences and activities designed with or for priority communities, including young people, older people, culturally and linguistically diverse communities and people with disability.

Each request will be assessed on its merits. Applicants should provide enough evidence for the City to understand the activity, the people and places it will benefit, the proposed outcomes, the delivery approach, the budget and how success will be measured.

City funding cannot be used for wages or salaries under this stream. Eligible and ineligible expenditure should be confirmed with the City before an application is submitted if there is any uncertainty.

Successful applicants must comply with the City's branding requirements and submit a Event Application, where relevant.

Sponsorship approval does not constitute event approval.

Small Event Sponsorship

Small Event Sponsorship supports locally led activities that bring people together, respond to local needs and opportunities, strengthen community participation or activate a local place. It is intended to make it easier for community organisations to deliver inclusive, practical and locally relevant initiatives.

Eligible applicants are:

- » not-for-profit organisations;
- » charitable organisations; and
- » community organisations or groups with an appropriate auspice arrangement, where required.

Examples include festivals, fairs, cultural celebrations, arts activities and visitor experiences. Activities developed with or for young people, older people, culturally diverse communities and people with disability are also encouraged. These examples are a guide; other activities that meet the criteria will also be considered.

Funding level	Expected outcomes
Up to \$250	A small local activity that benefits a particular group or local community and is delivered within the City of Kalamunda.
Up to \$500	An activity that provides a clear benefit to a local group, the wider community or visitors and encourages participation or connection.
Up to \$1,000	An activity with broader reach or impact that demonstrates how it will be promoted, how barriers to participation will be addressed, and how it will strengthen community connection, participation or activation of a local place.
Over \$1,000 and up to \$3,000	An activity with significant community or place-based impact that demonstrates broad reach, strong local partnerships, inclusive participation and clear, measurable outcomes. The activity should also contribute to the ongoing activation, identity or economic vitality of the local area and provide benefits that extend beyond the event itself.

Successful applicants should acknowledge the City's contribution where practical.

Funding will not reimburse recurrent annual or seasonal costs, such as regular sporting club or reserve hire fees. An applicant receiving support through this program cannot also receive another sponsorship or a fee waiver for the same activity or cost.



What the City will assess

Assessment area	What a strong application will demonstrate
Local insight and need	The proposal responds to an identified local need, opportunity, audience or place. Evidence may include community feedback, participation data, previous evaluation or local partnerships.
Community and place outcomes	Clear benefits for people and places, such as connection, belonging, inclusion, wellbeing, cultural expression, local identity, place activation, visitation or economic activity.
Community involvement	Local people, organisations, businesses or stakeholders have helped shape the proposal or will be involved in delivery.
Inclusion and accessibility	The proposal identifies and addresses practical barriers to participation, including cost, transport, communication, timing, physical access and cultural safety.
Capability and legacy	The activity builds skills, volunteer capacity, partnerships, repeat participation or benefits that continue after the event.
Deliverability and value	The applicant has a realistic plan, relevant experience, appropriate governance and risk controls, confirmed resources and a balanced budget.
Promotion and City recognition	The communications approach is suitable for the target audiences and, for larger sponsorships, offers recognition proportionate to the City's contribution.
Evaluation	Success measures are specific and proportionate to the funding requested, and the applicant can collect and report the required information.

Information required

- » Background and relevant experience, including previous results, evaluation, references, photographs or media coverage where available.
- » Clear, specific and measurable objectives and intended outcomes.
- » Target audiences, expected attendance or participation and how those estimates were calculated.
- » The local need or opportunity and the benefit to the community, place, visitors or local economy.
- » How the community and relevant stakeholders have informed or will contribute to the activity.
- » Date, time and location.
- » Previous City support and other confirmed or proposed funding and in-kind contributions.
- » Delivery experience, key personnel, volunteer capacity and partner responsibilities.
- » A balanced income and expenditure budget, quotations and a clear explanation of how City funds will be used.
- » A communications approach suited to the intended audiences.
- » Evaluation measures and how information will be collected.

Evaluation and Payment

Successful applicants must submit an acquittal report within two months of the activity, unless the funding agreement specifies another date. The report must describe what was delivered, who participated, the outcomes achieved, how City funding was spent and any lessons for future delivery.

Measures should be proportionate to the activity and may include

- » attendance and participant profile;
- » participation by priority or under-represented groups;
- » participant feedback, satisfaction, connection or sense of belonging;
- » local organisations, volunteers and businesses involved;
- » use or activation of the place;
- » new partnerships, skills, repeat activity or other ongoing benefits.

Key Dates and Event Approvals

Milestone	Date
Applications open	5 October 2026
Applications close	31 October 2026
Applicants notified	Within 2 weeks of closing date

Funding approval is separate from the event approval. Successful applicants must submit the required event application and obtain all permits, licences and approvals before delivery. Applicants should allow enough time for assessment and should not make non-refundable commitments in reliance on funding before receiving written confirmation.

In-Kind Support

The City may provide in-kind support, such as use of selected City venues, parks, reserves, malls and road reserves, subject to availability and approval. Applicants must list the in-kind support they are requesting and its estimated value in their application.

In-kind support generally does not include banner installation, power, waste services, statutory fees, permit fees or standard event application charges. The City will confirm any approved in-kind support in writing.

Cultural Activities & Event Sponsorship

Application



Complete all relevant sections and attach the supporting information listed at the end of this form.

Funding stream	Select one
Cultural Activities and Event Sponsorship	
Small Event Sponsorship	Up to \$250 Up to \$500 Up to \$1,000 Up to \$3,000

1. Organisation Details

1.1 Name of Organisation

1.2 Briefly describe the organisation, its purpose and the communities or places it serves

1.3 ABN

GST Registered Yes No Incorporated Yes No Not-for-profit Yes No

1.4 Street and Postal Address

1.5 Website and organisation email

1.6 Year established, number of members and number of active volunteers

1.7 Bank account name, BSB and Account Number

Cultural Activities & Event Sponsorship

Application



2. Primary Contact

2.1 Name, title and position

2.2 Phone, mobile and email

2.3 Postal Address

The primary contact must have authority to act for the organisation in relation to the application, funding agreement and acquittal.

3. Activity details

3.1 Name of activity or event

3.2 Proposed date, time and location

3.3 Describe the activity, including the main program elements and delivery approach

3.4 What local need, opportunity or community insight does the activity respond to? Include any evidence or engagement that informed the proposal

Cultural Activities & Event Sponsorship

Application



3.5 Who is the activity for? Describe the intended participants and audiences, including expected attendance and where people are likely to come from

3.6 How have local people, organisations, businesses or stakeholders helped shape the activity, and how will they be involved in delivery?

4. Outcomes and benefits

Select each outcome the activity will contribute to:

- » People feel connected, included and welcome
- » Local places are active, distinctive, safe and enjoyable
- » Communities help shape and deliver activities that matter to them
- » Local organisations, volunteers and event organisers build capability
- » Local businesses, tourism or the visitor economy benefit
- » The activity is accessible, environmentally responsible or creates an ongoing legacy

4.1 What benefits, partnerships, skills or participation will continue after the activity?

Cultural Activities & Event Sponsorship

Application



5. Inclusion and accessibility

5.1 What barriers could prevent people from participating, and how will these be addressed? Consider cost, transport, timing, communication, physical access, sensory needs and cultural safety

5.2 How will the activity help people feel welcome and able to participate, including children and families, young people, older people, Aboriginal and Torres Strait Islander peoples, culturally and linguistically diverse communities, and people with disability

6. Promotion and City recognition

6.1 How will the activity be promoted to its intended audiences? Include channels, timing, partners and accessible communication methods

7. Delivery capability and approvals

7.1 Describe the organisation's experience and the roles of key personnel, volunteers and delivery partners

Cultural Activities & Event Sponsorship

Application



7.2 Identify the main delivery risks and how they will be managed

8. Funding and budget

8.1 Amount of cash funding requested from the City, excluding GST

8.2 In-kind support requested from the City and estimated value

8.3 Explain exactly how the City's cash and in-kind contribution will be used

9. Evaluation

9.1 What information will be collected to assess participation, community or place outcomes and value for money?

Cultural Activities & Event Sponsorship

Application



9.2 Who will collect the information, and when and how will it be collected?

9.3 Would you like support from the City to develop surveys to gather this information

Yes No

10. Supporting documents

Attach the documents relevant to the funding stream and scale of the activity:

- » Event proposal or detailed activity plan
- » Budget and quotations
- » Event application form, if already submitted
- » Program or run sheet
- » Public liability insurance certificate
- » Evidence of community engagement, partnerships or previous evaluation

11. Referees

Provide referees where requested by the City or required for the funding stream.

Referee	Name and organisation	Position	Phone and email
1			
2			
3			

Cultural Activities & Event Sponsorship

Application



12. Applicant declaration

I certify that the information in this application is true and complete to the best of my knowledge. I am authorised to submit this application on behalf of the organisation. If funding is approved, the organisation agrees to comply with the funding agreement, obtain all required approvals, use the funding for the approved purpose and submit the required acquittal.

Name	Position	Signature	Date

Submit completed applications and attachments to events@kalamunda.wa.gov.au by the advertised closing date.