

City of Kalamunda

Cultural Activities & Event Sponsorship

Guidelines and application form
2025/2026



Overview

The City of Kalamunda is dedicated to enriching the community and welcoming visitors to a vibrant array of events and cultural experiences. Aligned with our Strategic Community Plan and the Arts and Culture Strategy 2023–2028, we actively promote participation and engagement in our events.

A key focus is to strengthen and enhance social and cultural connections for our residents and visitors. We encourage everyone to join in and enjoy the diverse social and cultural events hosted in the City.

We aim to do this by:

- » Supporting event organisers – by developing a proactive local events community and strengthening local event management capability;
- » Developing and promoting events and cultural activities - positioning Kalamunda as a destination of choice for events and tourism through effective branding and promotions; and
- » Growing the City as a premier event destination - attracting and retaining major events and cultural activities and support services in order to generate economic and social benefits.

Sponsorship opportunities

The City offers two main sponsorship programs to support event organisers:

- » **Cultural Activities & Event Sponsorship (CA&ES):** This program provides funding for larger-scale cultural events that offer significant public benefit and contribute to the City's profile. Events under this category must be accessible, and align with the City's values. Sponsorship includes promotional opportunities and support in positioning the event as a key attraction.
- » **Small Event Sponsorship (SES):** This program supports local, smaller-scale events that enhance community engagement and social well-being. Designed for not-for-profits, charities, and community groups, funding is available across three tiers (\$250, \$500, and \$1,000) depending on the event's impact and outreach. Both sponsorships are competitive funding programs, and applications will be assessed based on merit, alignment with City objectives, and available budget.

Please read these Guidelines before applying for cultural activities and event sponsorship.



How to apply

Read this guide and complete the included form, attaching all relevant documentation to your application.

Note: All questions in the application must be completed to ensure timely assessment and grant payment
Applicants will be notified by email of the outcome and any conditions.

Closing date

Applications close **21 April 2025**.

Partnerships

Event organisers seeking ongoing support should approach the City directly to discuss opportunities. Partnerships are more specific agreements made under a Memorandum of Understanding (MOU) with a longer term commitment, and a broader range of significant outcomes to achieve.



Cultural activities & event sponsorship

The City's Cultural Activities & Event Sponsorship (CA&ES) program aims to support organisations in the running of larger events that have a direct benefit to the local community or visitors to the City and offer positive promotion of the City's brand to its target markets. The event must:

- » Be accessible, free or low-cost.
- » Demonstrate benefit to the wider community.
- » Align with the City's values and objectives as set out in the Strategic Community Plan.
- » Provide promotional opportunities for the City relative to the level of sponsorship package applied for.

Please note: We will not support the payment of wages or salaries through this funding program.

Examples of events that may be supported include but are not limited to:

- » Cultural events.
- » Carnivals, festivals or fairs held within the City.
- » Events or programs for specific target groups e.g. Seniors, Youth, Disability Groups, Culturally and Linguistically Diverse Groups.

Each sponsorship request will be assessed on its own individual merit. The CA&ES program is a competitive process with a capped amount available to be awarded each year. Applicants are therefore encouraged to provide as much information as possible on the event, the expected benefits to the City and provide quotes for services to enable proper assessment.

Following successful awarding of your funding, you will receive a copy of the City of Kalamunda Branding Guidelines, which sets out the correct use and positioning of the City logo on your materials. You will also receive copies of the City logo in various formats.

It is a requirement of funding that successful applicants must submit a [**Community Event Application Form**](#).



Small event sponsorship

The City's Small Event Sponsorship (SES) program aims to support local organisations and community groups in the running of an event that has a direct benefit to the local community or visitors to the City. The program aims to support a wide range of organisations and initiatives and as such, organisations are assessed on a case by case basis.

Eligible groups must be:

- » Not-for-profit organisations
- » Charitable organisations
- » Community organisations

The key areas in which the City may enter into a SES agreement include, but are not limited to, the following:

- » Community Welfare
- » Community Arts and Cultural Development
- » Emergency Relief Services
- » Youth and Children's Services

Whilst the City does not seek a direct return in the form of promotional benefits, applicants are encouraged to acknowledge the contribution made by the City where possible.

Categories

There are three categories and applicants are only eligible to apply for one category each financial year.

- » **\$250** – The event/program will provide a benefit to either a specific group or the wider community. The event/program must be located in the City of Kalamunda and provide some benefit to the local community.
- » **\$500** – The event/program will provide a direct benefit to a specific group, the local community or visitors to the City. The event/program must be located within the City of Kalamunda.
- » **\$1,000** – The event/program will provide a direct benefit to a specific local group, the local community or visitors to the City. The event/program must be located within the City of Kalamunda. Additionally your application must demonstrate how you plan to promote the event/program to increase awareness and participation, and work toward the long-term sustainability of the event/program.

Each application will be assessed on its own individual merit.

Reimbursement for utility charges or recurrent annual or seasonal fees e.g. sporting club/reserve facilities hire will not be considered.

Applicants requesting funding via this channel will not be able to also request a CEO donation, sponsorship or waiving of fees.

Please note: If you are applying for a donation, you will not be entitled to a subsequent fee waiver.

Evaluation of sponsorships

To gain approval for financial assistance, sponsorship applications should address the following:

- » **Background:** Details of previous experience with the event or program, historical information (e.g. photographs, media coverage, etc) or the success of similar previous initiatives. You can include evaluation reports, references and endorsements.
- » **Objectives:** Outline specific and measurable objectives for the event, including relevant areas such as participation rate, promotional coverage.
- » **Target group/s:** Detail the target groups for the event or program, including both the participants in the event and the audience who will attend. Estimate the expected or actual number of visitors and participants.
- » **Benefits:** Demonstrate how the proposed event will provide a tangible benefit to the City, ratepayers and the community, clearly listing all benefits.
- » **Time frame and location:** State when and where the event will be run. Please note applicants should allow a minimum of three months lead time (from the date of application submission) before an event takes place.
- » **Other sponsorship funding:** Detail previous support received from the City (if applicable) and list other sponsors already committed to, or applied to, for the event.
- » **Management experience:** Detail any previous experience in running the proposed event or similar events or programs. Where possible, include profiles of staff involved with the event and relevant experience and resources which will be committed to the successful management of the proposed event.
- » **Budget breakdown:** Include a breakdown of how City funds will be used. Identify the costs of any special materials and resources (ie: venue, equipment, staffing). Include a payment timetable detailing when the funding would be required.
- » **Marketing & Promotion:** Clearly identify your advertising and promotional tools and schedule, providing examples of your material such as advertisements, flyers, banners, other signage, social media schedule. Please supply a Communications Plan with your application where possible.
- » **Evaluation:** State the proposed evaluation tools and how these will be implemented. We will provide a timetable for reporting back to the City in the progress of the event and success toward meeting your objectives. The applicant must provide an Acquittal Report within two months of the event being held.

The final 10% of sponsorship fees will only be released upon submission of a satisfactory Acquittal Report. You will need to complete all sections on the Event Sponsorship Acquittal Report template.

General information

Key Dates:

- Applications open 1 March 2025
- Application deadline 21 April 2025
- Notification of decision July 2025

Community Events Guide: The City of Kalamunda provides a free [Community Events Guide](#) on planning your event, the event application process, donations and sponsorship and helpful hints on organising your events.

In-Kind Support: In addition to financial sponsorship, the City may offer in-kind support for venue hire (parks, reserves, malls, road reserves) and banner and flag site hire. Ineligible in-kind costs include banner installation, power, waste management, statutory fees (e.g., noise permits), standard event application fees.

Additional details

The City of Kalamunda reserves the right to amend these guidelines and application terms as required.

Applicants should be aware that the City of Kalamunda is subject to legislative and administrative accountability and transparency requirements of the *Local Government Act 1995* and *Freedom of Information Act 1992*, including public disclosure in accordance with the *Public Interest Disclosure Act 2003*.

The City of Kalamunda will treat all information provided by applicants sensitively. Any information contained in, or relating to, an application, including information identified by an applicant as confidential, may be disclosed by the City of Kalamunda:

- » to its employees, advisers or third-parties in order to assess and process an application,
- » where information is authorised or permitted by law to be disclosed and/or,
- » where the information is already in the public domain.

Please refer to the City's [Service 6: Sponsorship & Funding Partnerships](#).

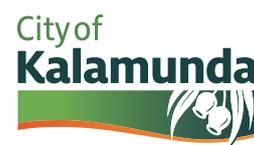
» More Information

If you require more information to participate in the program please refer to FAQs or contact events@kalamunda.wa.gov.au



Cultural Activities & Event Sponsorship Request Form

Applications close:
21 April 2025



Please note: Projects must take place between August 2025 and June 2026.

ARE YOU APPLYING FOR CULTURAL ACTIVITIES & EVENT SPONSORSHIP?

Amount Requested (ex GST)

All sponsorship applications require a supporting Event Proposal.

Applicants requesting this level of support must also provide an Evaluation Report two months after their event is held. The final 10% of sponsorship fees will only be released upon submission of a satisfactory Evaluation Report.

ARE YOU REQUESTING SMALL EVENT SPONSORSHIP?

Amount requested (Please check one box only)

Up to \$250

Up to \$500

Up to \$1,000

1. What is the legal name of your organisation?

2. Please describe your organisation and main purpose.

3. Has your organisation ever been known by any other name?

Yes

No

If so, please list

4. Does your organisation have an Australian Business Number (ABN)?

Yes

No

If you are not registered for an ABN, you are required to sign an ATO Statement by Supplier Form.

(Please note that if you do not sign the Statement by Supplier Form, 48.5% of your donation shall be withheld as determined by the ATO).

5. What is your ABN?

6. Please provide your organisation's bank account details:

BSB

Account Number

Account Name

7. Is your group registered for GST?

Yes

No

Please note that it is a requirement that an invoice – including GST if applicable be submitted to the City should your sponsorship or donation be successful. Bank account must be directly linked to your organisation.

8. Is your organisation incorporated?

Yes

No

9. Is your organisation not for profit?

Yes

No

10. Does the applicant have the following documents? Note: You may be required to provide copies of the below documentation within seven (7) days of request.

Documented organisational and financial policies and procedures

Yes

No

Business Plan and/or Strategic Plan

Yes

No

Risk Management Plan

Yes

No

19. Please provide a description of your activity. Please attach your reply if this space is not adequate.

20. What is the benefit to the community?

21. Please estimate how many people will benefit from the activity for which you are seeking this grant:

22. Please describe why your activity is significant and to whom?

23. How does this event differ from or complement other events in the region?

24. What measures have been taken (date, time, location, program, free or low cost activities, etc) to ensure the event or celebration is suitable and accessible for member of the community (seniors, children, families, multicultural groups, people with a disability)?

25. How will it be promoted and advertised? (Please refer to Cultural Activities and Event Sponsorship Conditions in the Community Events Guide)

Please attach your reply if this space is not adequate.

Applicants requesting this level of support must also provide an Acquittal up to two months after the event is held. The final 10% of sponsorship fees will only be released upon submission of a satisfactory Acquittal.

Referees: Please provide details of 3 referees whom the City of Kalamunda can speak to about your organisation and this application.

A. Name

Address

Organisation

Phone

Email

Position/Role

B. Name

Address

Organisation

Phone

Email

Position/Role

C. Name

Address

Organisation

Phone

Email

Position/Role

26. Proposed budget for this application: Budget Summary. Please attach your response if this space is not adequate.

Request from City of Kalamunda

Your organisation's contribution

Other contributions - break down

Budget Item 1.

Budget Item 2.

Budget Item 3.

Budget Item 4.

Budget Item 5.

Budget Item 6.

Total: \$

List items which will be covered by proposed City funding. Please see funding criteria for guidance.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Amount Requested: \$

27. Supporting Documentation

Supplier Detail Form	Event Application	Event Management Plan	Event Program
Communications Plan	Public Liability Insurance	Risk Management Plan	Quotes

Please note: Successful sponsorship applications must also provide an acquittal up to two months after the event/project is held. The final 10% of sponsorship fees will only be released upon submission of a satisfactory acquittal.

Statutory Declaration:

I, the Event Applicant, certify the information provided in the Event Sponsorship and Donation Request is correct and agree to abide by the conditions outlined in the application guidelines.

I understand that a person who intentionally makes a false statement in a statutory declaration is guilty of an offence under Section 11 of the Statutory Declarations Act 1959.

Name

Position

Title

Signature

Date:

Please provide details of your organisations main operating account by completing the City's Supplier Detail Form

OFFICE USE ONLY

Application Received:		Application Assessed:		KAL officer initials
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kalamunda.wa.gov.au

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