



# Corporate Sponsorship Program Guidelines



# Contents

Introduction	3
Vision and Values	4
Eligibility	5
Exclusions	6
Criteria	7
Benefit Guide	8
How to Apply	9
Successful Applications	10
Frequently Asked Questions	11



## Introduction

The City of Joondalup has a strategic vision to become a bold, creative and prosperous City on the global stage.

In achieving this vision, the City recognises the importance of attracting and supporting events, programs or activities that deliver economic benefit to the local economy and contribute to a vibrant and dynamic community atmosphere.

The City is invested in supporting community wellbeing through the provision of free or low cost events, programs or activities for the community. Through support for external organisations and community groups, the City strives to promote vibrancy, create interest and foster a positive lifestyle and community.

To advance the City's vision, the City's Corporate Sponsorship Program aims to achieve the following objectives:

- Attracting, hosting or supporting a wide range of events, programs and activities that enhance the liveability of the City for the community and promote Joondalup as a destination for visitors to the region;
- Providing positive exposure for the City's brand and image locally and regionally;
- Providing support to local organisation, community groups and clubs;
- Stimulating economic development and providing benefits to local businesses;
- Increasing visitors to the region;

- Creating long-term value to the City, its residents, and/or businesses by building sustainable partnerships or relationships; and
- Ensuring that all agreements entered into provide an adequate return on investment by overseeing and managing the corporate sponsorship program, process and outcomes.

Support through the City's Corporate Sponsorship Program must meet all eligibility and criteria listed within these guidelines.

If you have an event, program or activity that will directly benefit the City, please read these guidelines thoroughly.

For further information on how the City can assist you contact the City's Strategic Marketing and Sponsorship Officer on **9400 4169** or via [email](#).

City of Joondalup Vision:

# A Global City: Bold | Creative | Prosperous



## City of Joondalup Values

### **Bold**

The City will make courageous decisions for the benefit of the community and future generations.

### **Innovative**

The City will learn and adapt to changing circumstances to ensure it is always one step ahead.

### **Prosperous**

The City will ensure the region benefits from a thriving economy built on local commercial success.

### **Ambitious**

The City will lead with strength and conviction to achieve the vision for the City.

### **Enterprising**

The City will undertake ventures that forge new directions for business and the local economy.

### **Compassionate**

The City will act with empathy and understanding of the community's needs and ambitions.



# Eligibility

Applications for City corporate sponsorship need to satisfactorily meet the outlined eligibility before being considered by the City:

- The applicant, event, program and/or activity must be aligned with the City's vision and values.
- The event, program or activity must be consistent with the City's Corporate Sponsorship objectives.
- Requests for sponsorship should be for an event, program or activity located within the City of Joondalup district and which provides a significant return to the general and/or business community.
- The audience for the event, program or activity should reach one or more of the City's target markets.
- Tangible benefits for the City, its residents and/or local businesses need to be associated and demonstrated with the event, program or activity.
- The event, program or activity must demonstrate positive exposure for the City and its corporate brand and image.





## Exclusions

The City will not enter into a sponsorship agreement for events, programs or activities that involve:

- Illegal activities
- Tobacco
- Adult-related industries
- Racist organisations
- Controversial or divisive organisations/projects
- Political organisations or political activities
- Religious activities, in whole or in part, for the purpose of furthering religious doctrine
- Companies or projects seeking City approval or endorsement (such as forthcoming land development application)
- A conflict with the values of the City
- Harm towards the environment
- Benefit an individual, person or family
- An organisation that has previously shown unsatisfactory management of sponsorship received or has presented unsatisfactory or incomplete reporting.

Organisations are also ineligible for the corporate sponsorship program if the application is for:

- an organisation that has previously submitted, and been successful, with an application for sponsorship within the same financial year.
- an organisation, event, program or activity that has received financial support through another funding program from the City within the same financial year
- an organisation, event, program or activity that has already occurred or will occur during the three months of the application being received
- more than 50% of the total cost of the event, program or activity
- general business operating expenses
- capital expenditure
- costs already being covered by another sponsor or government body
- event, program or activity occurring outside of the City's boundaries

## Lobbying of Elected Members

- Applicants may not lobby Elected Members or seek to influence the decision-making process in relation to their submitted sponsorship application.
- If during the period between submitting a funding application and a determination by the City, an applicant seeks to lobby any Elected Member of the City of Joondalup or administrative staff, or attempts to provide additional information, either directly or indirectly, on any matter relating to the sponsorship application, the person/organisation may be disqualified, and the sponsorship excluded from being considered for approval.

# Sponsorship Program Criteria

Applicants will need to ensure that the event, program or activity proposed meets the below criteria:

- Reaches one or more of the City's target market groups.
- Creates long term value to the City and it's residents.
- Provides positive exposure for the City's brand and image locally and regionally.
- Provides tangible branding and engagement benefits to the City.
- Enhances the livability of the City for the community and promotes Joondalup as a destination of choice for visitors.
- Attracts visitors from outside of the region.
- Stimulates economic development and provide benefits to local businesses.

## City of Joondalup Target Market

**Community** eg. ratepayers, residents, youth, seniors

**Business** eg. businesses within the region, prospective businesses

**Broader Community** eg. visitors to the region, residents outside the region



# Benefit Guide for Sponsorship Requests

Corporate Sponsorship must provide tangible benefits for the City and the local community. The following represents common sponsorship benefits and is provided as a guide for the application form.

## Benefit

- Logo on promotional material
- Merchandise distribution through participant packs etc.
- Opportunity to set up a promotional display
- Verbal acknowledgement throughout the event, program or activity
- Signage displayed at the event, program or activity
- Logo on website
- Logo and hyperlink on website
- Logo on local advertising
- Opportunity for a City representative to present/speak
- Logo on event, program or activity signage
- Recognition on media releases
- Recognition and link on social media forums
- Logo on regional advertising
- Digital marketing e.g. Inclusion in club newsletters, emails, on hold messages
- Exclusive rights
- Economic development e.g. opportunity for local businesses to get involved and benefit
- Tourism e.g. increase visitors to the region, people will travel to attend the event program
- Corporate hospitality e.g. complimentary VIP tickets, invitation to event launch/finale
- Opportunity to include advertisement in publication or program
- Recognition on radio advertising
- Naming rights to the event, program or activity
- Logo on state/national advertising





# How to Apply

1. Read the Corporate Sponsorship Guidelines thoroughly.
2. Contact the City's Strategic Marketing and Sponsorship Officer to discuss any details or clarify any issues or queries.
3. Complete the Corporate Sponsorship application form [online](#)

## Application deadlines

The City's sponsorship program is open all year round for organisations to submit their applications.

All applications need to be submitted at least three months prior to the event, program or activity being held.

This can be done at any time throughout the financial year.

### Late applications

Applications that don't allow enough time for assessment and processing will be returned to the applicant without assessment.

## Assessment

The success of an application is determined by:

- its merits against the eligibility, criteria and objectives outlined within these guidelines; and
- competition from other submissions or existing sponsorship agreements.

All requests for sponsorship are assessed and approved by the Chief Executive Officer, on a case by case basis, and subject to sufficient funds being available in the City's annual budget.

The City reserves the right to request further information in considering any application as well as reject any application that does not meet the eligibility criteria.

The City may offer to provide partial funding for an amount less than you requested if the full amount cannot be provided.

# Successful Applications

All applicants will be notified in writing following the assessment of the sponsorship application.

Successful applicants will be required to sign and return the sponsorship agreement. The City will then counter sign the agreement and provide a copy to the applicant for their reference.

## Payment of sponsorship

The City will pay 70% of the agreed sponsorship amount on signing of the sponsorship agreement. Successful applicants should send through an invoice for 70% of the agreed sponsorship amount with the signed agreement.

The remaining 30% will be paid post event and once the City has received the required acquittal form. Please ensure you send this invoice with your final acquittal documentation.

Please ensure that all invoices are tax invoices including GST. Organisations that are not registered for GST need to clearly indicate this on their invoice and DO NOT include GST in the invoiced amount.

## Use of the City's logo

Sponsorship agreements are likely to require the City's logo to be displayed on promotional materials or other items relating to the event, program or activity. The City's Strategic Marketing and Sponsorship Officer can be contacted on **9400 4169** to gain access to an authorised version of the City's logo and the guidelines on its use.

All materials that display the City's logo are required to be sent to the City's Strategic Marketing and Sponsorship Officer for approval prior to production.

## Delivery of benefits

Please liaise with the City's Strategic Marketing and Sponsorship Officer on **9400 4169** regarding the delivery of ALL benefits outlined in the sponsorship agreement.

You will need to ensure that you allow enough time for the City to coordinate any support that is required.

## Change of event, program or activity details

Once sponsorship of an event, program or activity is approved the applicant cannot make significant changes to the event, program or activity without discussions and approval from the City.

Please liaise with the City's Strategic Marketing and Sponsorship Officer via [email](#) regarding any changes as significant changes are required to be put in writing and will need to be approved by the Chief Executive Officer for the sponsorship agreement to continue.

## Acquittal

All events, programs or activities that are sponsored by the City require a full acquittal to be completed within two months of the event, program or activity being completed.

Please complete all sections of the City's Sponsorship Acquittal Form.

Your final 30% invoice will not be processed until all acquittal details have been met.

The City's Strategic Marketing and Sponsorship Officer will contact you with any queries regarding your acquittal.

If all acquittal information is satisfactory, payment will be processed and you will receive confirmation from the City finalising your sponsorship agreement and payment.

# Frequently Asked Questions



## How long will it take to assess my application?

The City endeavours to assess all sponsorship applications within three months.

Larger applications that are required to be approved by the City of Joondalup Council, may take longer to assess.

Any delays will be communicated to the applicant as soon as it is known.

## Why do I have to complete the acquittal form?

The completion of the acquittal form signifies the completion of the sponsorship agreement.

The acquittal form is required to ensure the agreement that has been signed by both parties has been delivered accordingly. It is in the best interests of the City and the applicant to ensure all agreed deliverables are completed within the agreement period.

## My event was funded last year; do I need to submit another application for this year?

The City will assess applications on a case by case basis and funding is subject to sufficient funds being available in the City's annual budget.

Events that were sponsored in previous years will not be guaranteed funding in the current year. Applications are assessed against the eligibility and criteria listed within the guidelines and competition from other applications.

Please do not rely on the City providing sponsorship on an ongoing basis.

## My application doesn't fit within the guidelines of this application pack. Are there any other funding opportunities available through the City of Joondalup?

If your program, event or activity does not fall within these guidelines, the City also has a Community Funding program. Further details about this program can be found on the City's [website](#).

Organisations cannot apply for funding through multiple funding programs at the City. Only one funding application will be considered per event/program.



City of  
Joondalup

T: 08 9400 4000

E: [info@joondalup.wa.gov.au](mailto:info@joondalup.wa.gov.au)

90 Boas Avenue Joondalup WA 6027

PO Box 21 Joondalup WA 6919



[joondalup.wa.gov.au](http://joondalup.wa.gov.au)

*This document is available in alternate formats upon request.*