

EVENT SPONSORSHIP GUIDELINES 2024-25



**THIS IS
FREMANTLE**



The City of Fremantle acknowledges the Whadjuk people as the Traditional Owners of the greater Walyalup area, we respect their spiritual relationship with their country, and we recognise their cultural and heritage beliefs are still important today.

THE CITY'S ASPIRATION

The City of Fremantle is dedicated to fostering a vibrant, socially connected, and economically prosperous community.

Our goal is to support initiatives that enhance Fremantle's unique cultural identity, promote inclusivity, and drive sustainable growth. Through event sponsorship, we aim to create opportunities that enrich community life, celebrate diversity, and position Fremantle as a premier destination for both residents and visitors.





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INTRODUCTION

Welcome to the City of Fremantle's Event Sponsorship Guidelines for 2024-25.

Our vibrant and culturally rich city thrives on events that bring people together, celebrate diversity, and boost our local economy. Fremantle is renowned for its eclectic mix of cultural festivals, music events, and community gatherings that reflect our unique heritage and innovative spirit.

This guide provides an overview of our sponsorship programs, eligibility criteria, and application processes. We are committed to supporting events that align with Fremantle's strategic vision of being a liveable, inclusive, creative, and resilient city.

Join us in making Fremantle a hub of activity, culture, and community spirit.

SNAPSHOT OF FREMANTLE

Fremantle is the most eclectic and spirited seaside destination in the world. It's a maritime city with spirit and soul, full of vibrancy, colour and culture. As one of the most visited destinations in Western Australia, Fremantle offers a unique opportunity for event organisers to capitalise and contribute to our world class tourism offering.

1,000,000
VISITORS PER YEAR*

Up to one million domestic and international visitors a year (920,000).

30+
CRUISE SHIPS*

32 cruise ships docked in Fremantle Port.

17,000+
CRUISE PASSENGERS*

17,342 passengers that were on board cruise ships with thousands of tourists brought directly into Fremantle via shuttle bus.

164,000+
REACH*

Combined reach of 164,000+ across 'This is Fremantle' social and digital platforms.

460,000+
EVENT ATTENDEES*

Hosted over 100 events with 462,000 attendees.

4 x GOLD
TOURISM AWARDS*

The City of Fremantle has won Gold four times at the WA Tourism Awards.

Also inducted into the hall of fame for winning the Excellence in Local Government Award for Tourism in 2021, 2022, 2023.

592
ROOMS AVAILABLE*

Fremantle has 592 rooms and apartments available to book with 683 rooms and apartments expected by 2025.

48,000+
SCHOOL HOLIDAY VISITORS*

School holiday activations dispersing 48,000 visitors around Fremantle.

*Statistics from FY2023/2024 unless specified otherwise.





PROGRAM OUTCOMES

The Event Sponsorship Program supports events that align with Fremantle's strategic goals and enable the following outcomes:



ENHANCE CULTURAL IDENTITY

Showcase the city's rich cultural heritage and creative spirit.



BOOST ECONOMIC GROWTH

Drive economic activity, support local businesses, and attract visitors.



SUPPORT COMMUNITY ENGAGEMENT

Foster social connections by bringing the community together, enhancing the quality of life for residents.



PROMOTE SUSTAINABILITY

Align with the city's commitment to sustainability and resilience, reducing environmental impact.



INCREASE TOURISM

Attract visitors from outside the region, enhancing Fremantle's reputation as an arts and cultural hub.



SUPPORT INNOVATION AND CREATIVITY

Enable innovative and creative concepts that reflect Fremantle's unique character and progressive values.



ENSURE ACCESSIBILITY AND INCLUSION

Guarantee that events are accessible to all community members, promoting inclusive and broad participation.



SPONSORSHIP CATEGORIES

COMMUNITY EVENT SPONSORSHIP

Not-for-profit organisations planning events that focus on cultural and social benefits, enhancing local community engagement.

COMMERCIAL EVENT SPONSORSHIP

Events that deliver an economic and visitation benefit to Fremantle, and as a result, provide a brand benefit.

LARGE AND MAJOR EVENT SPONSORSHIP

Large and major events that significantly enhance Fremantle's brand as a vibrant event and festival city.

EXAMPLES OF PROJECTS SUPPORTED

- Cultural events
- Sporting and mass participation events
- Carnivals
- Live music festivals/events
- Markets
- Food and beverage events
- Business events, business exhibitions, conferences, and conventions

EXAMPLES OF PROJECTS NOT SUPPORTED

- Murals
- Virtual events
- Awards ceremonies
- Networking events
- Artistic development programs
- Minor or major capital works projects
- Private/invite-only events (events or projects must be accessible to the public)





COMMUNITY EVENT SPONSORSHIP

To be eligible for community sponsorship, applicants must:

- Be not-for-profit organisations.
- Focus the event on Fremantle’s local communities.
- Ensure the event is open to the general public.
- Be a legally constituted entity or individual with an ABN.
- Host the event within Fremantle’s geographical boundaries.
- Have appropriate insurance and licences.

Ineligible applicants:

- Political parties or organisations primarily for political lobbying.
- Current City of Fremantle staff and Elected Members.

Ineligible events:

- Events already receiving City of Fremantle funding in the same financial year.
- Events causing environmental hazards.
- Events outside Fremantle’s geographical boundaries.
- Unlawful events or those unable to obtain necessary approvals.
- Events promoting defamatory or vilifying behaviours, or views inconsistent with City policies.

ASSESSMENT CRITERIA

The following criteria will be used to assess community event sponsorship applications. Each criterion is equally weighted at 20%. Please refer to the evaluation rating scale on page 9 for detailed scoring guidelines.

1. CULTURAL DIVERSITY (20%)

Evaluate the event’s effectiveness in celebrating and promoting cultural diversity within the community.

2. INCLUSIVE AND ACCESSIBILITY (20%)

Assess the event’s efforts to be inclusive and accessible to all community members, considering physical, social, and economic factors.

3. SUPPORT FOR LOCAL BUSINESSES (20%)

Examine the event’s potential to create economic opportunities for local businesses, including vendors, suppliers, and service providers.

4. VISITOR ENGAGEMENT (20%)

Measure the event’s potential to attract and increase visitation to Fremantle, enhancing the local tourism experience.

5. SOCIAL IMPACT (20%)

Consider the event’s social benefits to the community, including fostering community spirit, well-being, and social cohesion.



COMMERCIAL EVENT SPONSORSHIP

To be eligible for commercial sponsorship, applicants must:

- Demonstrate the event's positive economic impact on Fremantle.
- Be a legally constituted entity or individual with an ABN.
- Host the event within Fremantle's geographical boundaries.
- Have appropriate insurance and licences.

Ineligible applicants:

- Political parties or organisations primarily for political lobbying.
- Current City of Fremantle staff and Elected Members.

Ineligible events:

- Events already receiving City of Fremantle funding in the same financial year.
- Events causing environmental hazards.
- Events outside Fremantle's geographical boundaries.
- Unlawful events or those unable to obtain necessary approvals.
- Events promoting defamatory or vilifying behaviours, or views inconsistent with City policies.

ASSESSMENT CRITERIA

The following criteria will be used to assess commercial event sponsorship applications. Each criterion is equally weighted at 20%. Please refer to the evaluation rating scale on page 9 for detailed scoring guidelines.

1. ENCOURAGEMENT OF OVERNIGHT STAYS (20%)

Evaluate the event's potential to attract visitors who will stay overnight, boosting local hospitality businesses.

2. SUPPORT FOR LOCAL BUSINESSES (20%)

Assess the event's potential to benefit local businesses, including increased patronage and economic opportunities for vendors, suppliers, and service providers.

3. ECONOMIC IMPACT (20%)

Examine the event's expected economic impact on Fremantle, considering both direct and indirect financial benefits to the local economy.

4. ENHANCEMENT OF VIBRANCY AND ACTIVATION (20%)

Measure the event's ability to enhance the vibrancy and activation of Fremantle, creating a lively and engaging atmosphere for residents and visitors.

5. POSITIVE DESTINATION PROMOTION (20%)

Consider the event's contribution to promoting Fremantle as a desirable and positive destination, enhancing its reputation and appeal to a broader audience.

LARGE AND MAJOR EVENT SPONSORSHIP

To be eligible for Large and Major sponsorship, applicants must meet the following criteria:

- Only large or major events are eligible.
- The event must be unique to Fremantle in Western Australia.
- Events must be open to the general public.
- Event must offer pass-outs to all attendees (unless approved by the City).
- The applicant must be a legally constituted entity or individual with an Australian Business Number (ABN).
- The application must be for an event staged within the City of Fremantle's geographical boundaries.
- The applicant must have appropriate insurance and licences in place as outlined by relevant policies and procedures.

Ineligible applicants include:

- Political parties or organisations that have a core purpose of political lobbying, including the lobbying of elected members.
- Current City of Fremantle staff and Elected Members.

Ineligible events include:

- Events and/or activities that have received funding from other City of Fremantle funding programs in the same financial year as the application.
- Events and/or activities that create an environmental hazard.
- Events and/or activities outside the geographical boundaries of the local government authority.
- Events and/or activities that are not lawful or are not able to obtain necessary approvals.
- Events and/or activities that promote behaviours or views that may defame and/or vilify any groups or individuals and will not contribute to a safe and inclusive community.
- Events and/or activities that promote views and behaviours which are inconsistent with the adopted values and policy commitments of the City.



ASSESSMENT CRITERIA

The following criteria will be used to assess Large and Major event sponsorship applications. Each criterion is weighted equally at 20%. Please refer to the evaluation rating scale on page 9.

1. BRAND ALIGNMENT (20%)

Evaluate how well the event aligns with Fremantle's brand values of spirit, soul, and vibrancy, and its contribution to reinforcing Fremantle's unique identity.

2. ECONOMIC IMPACT (20%)

Assess the expected economic impact on Fremantle, including both direct and indirect financial benefits, supported by an economic impact assessment.

3. VISITOR ENGAGEMENT (20%)

Examine the event's potential to offer interesting and diverse activities that encourage visitors to extend their stay in Fremantle, enhancing overall visitor engagement.

4. SUPPORT FOR ANNUAL EVENTS CALENDAR (20%)

Consider how well the event integrates with and supports Fremantle's annual events calendar, contributing to year-round activation with broad appeal.

5. POSITIVE DESTINATION PROMOTION (20%)

Assess the event's contribution to promoting Fremantle as a desirable and positive destination, enhancing its reputation and appeal to a broader audience.



EVALUATION RATING SCALE

5

EXCELLENT

Outstanding offer, vastly exceeds necessary capability.

4

VERY GOOD/SUPERIOR

Exceeds requirements, more than necessary capability.

3

GOOD

Meets the requirement and exceeds in some aspects.

2

ADEQUATE

Meets the requirement.

1

POOR

Does not meet the requirement but may be adaptable.

0

VERY POOR/INADEQUATE

Does not meet the requirement except for a few aspects, or the evaluation panel is not very confident that the event organiser has the necessary capability.

UNACCEPTABLE

Does not meet the requirement at all or no response to this criterion; or the evaluation panel has no confidence that the event organiser has the necessary capability.

Sponsorship will be awarded based on the following scores:

- Under 2: No sponsorship.
- 2 - 3: In-kind sponsorship.
- 4+: In-kind and cash sponsorship.



ASSESSMENT PROCESS

ALL CATEGORIES



1. APPLICATION SUBMISSION

Applications are submitted online with supporting documents via the relevant form.



2. ASSESSMENT PERIOD

Applications are reviewed within six weeks. For requests over \$30,000 or annual events, Council approval is required, taking up to eight weeks.



3. OUTCOME NOTIFICATION

Applicants are informed of the decision via email within eight weeks.



4. FEEDBACK

Unsuccessful applicants can request feedback.



5. FUNDING AGREEMENT

Successful applicants enter a funding agreement outlining terms, funding value, and KPIs.



6. FUNDING TERM

The event occurs, and KPIs are delivered as per the agreement.



7. POST-EVENT REPORTING

A detailed report is required within eight weeks after the event for the funding disbursement. An acquittal template can be downloaded from the Sponsorship web page.



FUNDING DELIVERABLES

Sponsorship recipients must deliver the following as a minimum requirement:

- Acknowledge the City of Fremantle as a sponsor in all promotional materials.
- Feature the City's logo on all marketing collateral.
- Provide verbal acknowledgement at the event.
- Invite key City staff and Elected Members to the event.
- Allow the City to use event logos and images (photography and videography) in communications.
- Offer signage opportunities at the event.



PROGRAM DETAILS

COMMUNITY AND COMMERCIAL EVENT SPONSORSHIP

The Community and Commercial Event Sponsorship programs accept applications year-round until funds are exhausted. Applicants are encouraged to consult with the Events Team before applying.

LARGE AND MAJOR EVENT SPONSORSHIP

The Large and Major Event Sponsorship program also accepts applications bi-annually or until the allocation is exhausted. Applicants are encouraged to consult with the Events Team before applying.

LARGE AND MAJOR EVENT SPONSORSHIP APPLICATIONS

ROUND 1

For events between 1 January 2025 and 30 June 2025

- Applications open: August
- Applications close: End of August
- Notification of decision: Mid October

ROUND 2

For events between 1 July 2025 and 31 December 2025

- Applications open: February
- Applications close: End of February
- Notification of decision: Mid April



GENERAL INFORMATION

EVENT APPROVAL REQUIREMENTS

Event or project organisers planning to use public land within the City of Fremantle municipality must secure a confirmed booking and submit an application through the Event's team before applying for a grant. To discuss availability, hire fees, and permit requirements, please contact the Events team as per the contact details on page 14.

CONTRIBUTION TYPE

Funding requests may include cash, in-kind support, or a combination thereof. In-kind support is for the use of the City's facilities and services. It is up to the City to determine the amount of in-kind and cash support provided and the combination of both. In-kind support will be considered within the totality of funds provided and will be awarded at the discretion of the City.



CONTACT INFORMATION

If you have any enquiries regarding event sponsorship, please contact the Events Team at events@fremantle.wa.gov.au.

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