

SPONSORSHIP GUIDELINES (Individuals)



INTRODUCTION

Every year, the City of Cockburn receives numerous requests for sponsorship support from individuals for a wide range of projects, activities and events. Therefore, the Sponsorship Guidelines and Application Form have been developed to:

- Assist individuals to maximise their development, potential and benefits to the Cockburn and wider community.
- Provide a fair, comprehensive, accessible, streamlined and selective application process where applicants must address relevant criteria and outline appropriate elements of recognition and how these will be achieved in return for sponsorship support.
- Provide a clear and consistent direction for the assessment of sponsorship applications to ensure an equitable allocation of sponsorship funding.

CONTACT US

You will need to speak to the City's Grants and Research Officer (9411 3583) to discuss your proposal. This will help you to present the best application possible.

WHO CAN APPLY?

- Individuals attending a significant event or activity at a National or International level of which he or she has been selected on the basis of their individual endeavours in their chosen activity.
- Individuals attending or completing a significant activity that benefits the community.
- Individuals presented with a significant opportunity, however due to disadvantage are unable to take part or attend.

The City's individual sponsorship program is highly competitive and only significant achievements with the ability to create a mutually beneficial partnership between the City and the individual will be considered. Applications are invited from all ages for a range of projects, events or activities including sporting, welfare, education and arts/cultural.

WHAT IS FUNDED AND HOW OFTEN?

Applications for sponsorship funding must address relevant criteria listed under the details inside. Sponsorship, in the form of a cash contribution, to a maximum of \$2,000 per applicant, with smaller amounts encouraged, may be provided once during the financial year for a specific purpose, project, activity or event. The successful request for sponsorship in any year does not imply any ongoing commitment of the same or similar contribution in following years. Requests for sponsorship in following years are dependent upon the satisfactory acquittal of all previous year's funding.

WHEN?

Applications are invited year round and can be made at anytime. Please note applications must be submitted at least 2 months before you require a decision from the City. This will allow time for us to assess your application and make payment if your application is successful.

SPONSORSHIP

Sponsorship is an arrangement where the City of Cockburn makes a financial contribution to an individual for a specific purpose, project, activity or event and, in return, the City receives public recognition for its contribution. Sponsorship creates mutually beneficial partnerships between the City and the community; it is both an opportunity to add value to the community and an investment in recognition opportunities that will advance the long term interests of the City of Cockburn and the recipient.

SELECTION CRITERIA

Applying Individual:

- Can demonstrate a high level of community support
- Applicants must be residents of the City of Cockburn.

Event or Activity:

- Will be of long-term benefit to the local community and/or City of Cockburn generally.
- Will provide brand exposure and public recognition benefits to the City of Cockburn.
- Will increase awareness and raise the profile of the City of Cockburn, in line with its desired image.

How Much?

- The maximum amount available to an individual shall be \$2,000. Individuals will only be funded once per financial year.
- Applicants who are able to contribute toward the activity in cash or in-kind will be considered favourably, as will those who source funding from other sources.

Please Note:

- Funding will not be for personal items such as uniforms, food consumables or catering costs.
- It is essential that all sponsorship applications are submitted in writing using the relevant application form.

In the Sponsorship Application Form you will need to provide:

- Details on what the proposed sponsorship funding will be used for.
- The proposed term of sponsorship.
- The investment requested from the City of Cockburn.
- Information on any other sponsors currently involved with the sponsorship, including total number of sponsors and each sponsor's level of involvement.
- Plans to promote and publicise the sponsorship.
- Details of branding benefits the City of Cockburn receive.
- Details of any other benefits the City of Cockburn will receive in return for support.
- Details of benefits offered to the Cockburn community.

THE PROCESS

How Do You Apply?

After you have read the guidelines and application form, you need to call the Grants & Research Officer to discuss what your proposal is all about. The officer will help you to streamline your application by giving you advice on how and what to put into your application.

One of the things we will be looking for is evidence of community support, which may be in the form of letters by relevant community members/groups.

How Do We Assess Applications?

When we have received your application, it will be recorded and you will receive verification. If applicable, we may then refer it to a relevant council officer for comments. For example, if it were an environmental project it would then be given to the Environmental Services area for comments and recommendations. Delegated Authority is provided to the Manager Community Services who determines the successful Sponsorship applications.

What Happens Next?

All applicants will be advised whether their application for sponsorship funding has been successful or unsuccessful. If you have been successful, we will send you a Letter of Offer and a Conditions of Sponsorship Funding form which we ask you to sign and we may stipulate some conditions. Once we have received your acceptance you will receive your funding.

What Happens Afterwards?

Once the sponsorship term or activity has finished, we need to hear from you. You will need to provide proof/evidence of your sponsorship outcomes and a sponsorship report 30 days following the completion of the sponsored event or activity. Proof/evidence can include but is not limited to: Photos, Fliers or Media Articles. Any unused funds must be returned. If your activity has not been completed in the proposed time that you stated, you need to let us know. Extensions may be granted and we may be able to assist you if there are difficulties.

Remember:

We want to be able to help you. Before you start your application, get in contact with us first to discuss it. We may be able to make your application stronger. We are here to help.

Contact:

Grants & Research Officer
Ph: 9411 3583
E: communitygrants@cockburn.wa.gov.au

Have You Filled In All The Bits?

- Relevant Officer
- Serve City of Cockburn Residents
- Meet Selection Criteria
- Community Support
- Addressed all Questions
- Signed Declaration

Where Do You Submit Your Application?

In Person:

Manager Community Services
City of Cockburn
9 Coleville Crescent
Spearwood WA 6163

By Mail:

Manager Community Services
City of Cockburn
PO Box 1215
Bibra Lake DC WA 6965

By Email:

Manager Community Services
communitygrants@cockburn.wa.gov.au