

Special Meeting of Council - 12 February 2024 Attachments

9.1.1 KALGOORLIE AMATEUR SWIMMING CLUB SPONSORSHIP2

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SPONSORSHIP POLICY

POLICY NUMBER: EXEC-CEO-006

PURPOSE

The purpose of this policy is to:

1. provide guidance in the application of sponsorship;
2. achieve best practice for sponsoring a variety of events or projects that raise the profile of the City and:
 - a. increase economic advantage; or
 - b. celebrate, develop and engage the community.

SCOPE

This policy applies to all community members seeking sponsorship from the City and all City officers with responsibility for administering the sponsorship and/or with financial management.

DEFINITIONS

CEO means the Chief Executive Officer of the City.

City means the City of Kalgoorlie-Boulder.

Council means the City's governing body comprised of elected members.

Sponsorship the provision of cash or 'in-kind' support offered by the City to external organisations as a mutually beneficial arrangement.

POLICY STATEMENT

The City recognises the importance of the role projects and events play in contributing to the vitality of the City, the activation of spaces, our sense of community and well-being, and increased economic advantage.

POLICY DETAILS



1. Sponsorship applications

- a. Applications requesting sponsorship are open all year round and are not limited to application rounds;
- b. Applications are, at all times, subject to funding availability;
- c. As well as providing financial support, in-kind support may be offered where deemed applicable upon assessment. This may include, although is not limited to, assistance with event specific requirements;
- d. Applications are limited to one per financial year per organisation unless specifically set out in the Sponsorship Application and Guidelines, however multiple or a series of events can be included within one application.
- e. Applications that require consideration by Council (i.e. are over \$10,001+) must be received by the City a minimum of 6 weeks prior to the date of the event.

2. Criteria for assessment

Sponsorship requested cannot exceed more than 50% of the total cost of the event or project and must be consistent with the City's Sponsorship Application and Guidelines:

- a. The sponsorship program will not support:
 - i. individuals;
 - ii. organisations or groups that are unincorporated;
 - iii. private functions;
 - iv. schools, P&C associations, political parties, lobby groups or religious groups;
 - v. Capital equipment;
 - vi. organisations raising funds on behalf of another group which is itself a recipient of financial assistance from Council or is a federal or state government funded initiative;
 - vii. projects or organisations who have not satisfactorily acquitted previous City sponsorships or grant funds;
 - viii. applicants who have not fulfilled previous sponsorship obligations; and
 - ix. applications where the funds are to be used entirely for the costs associated with running an organisation (for example salaries and rent).
 - x. events that have commenced or begun promotion, the City cannot sponsor retrospectively;
 - xi. organisations that have an outstanding debt with the City.



3. Categories of sponsorship

- a. Sponsorship consists of three categories which are designed to maximise the benefit of diverse applications:
 - i. Partnerships;
 - ii. Sponsorship; and
 - iii. Quick Response.
- b. Table 1 below summarises the types of sponsorship and who has authority to approve such sponsorship.

Table 1

Category	Amount	Approval	Definition
Partnership	\$10,001+	Council	Large scaled high profile events or projects
Sponsorship	\$2001 - \$10,000	CEO	New or established events that: <ul style="list-style-type: none"> • attract a significant amount of visitors to the City; • generate a high volumes of community participation; or • have a direct and positive impact on the City
Quick Response	\$0 - \$2000	CEO	Small-scale, time sensitive or unforeseen projects and events that have a positive impact on the City or contribute to our sense of community.

4. Recognition of the City as a sponsor

The applicant must detail how they will promote and recognise the support of the City. This may be (but not limited to) any of the following:

- a. Signage at the event;
- b. Inclusion of the City logo in press advertising or any promotional material;
- c. Acknowledgement of the City in radio or television advertising;



- d. Opportunities for the Mayor or their representative to open the event or make a presentation; and
- e. Any tickets provided to the City by event organisers are required to be distributed to the Office of the CEO and the CEO will ensure an appropriate record is kept of such distributions.

5. Assessment process:

- a. Applications for the Sponsorship Program are assessed throughout the year, with available funding distributed across the financial year.
- b. Sponsorship will be determined by:
 - i. Applicants meeting the sponsorship eligibility criteria set out in clause 2;
 - ii. Alignment with any of the City's strategic and community plans;
 - iii. The predicted level of mutual benefit;
 - iv. The event or project's sustainability;
 - v. The City's financial capacity; and
 - vi. Previous financial assistance provided by the City to the applicant.
- c. The City and Council reserve the right to not support applications.
- d. Canvassing of Councillors may disqualify applications.

6. Guidelines

The City will from time-to-time develop, maintain and implement guidelines in relation to the implementation of this policy.

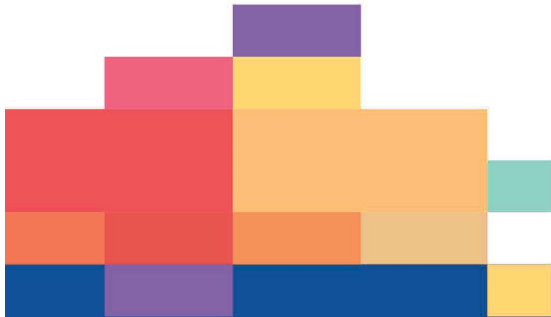
COMPLIANCE REQUIREMENTS

RELEVANT DOCUMENTS

Sponsorship Program Application and Guidelines
Sponsorship Acquittal



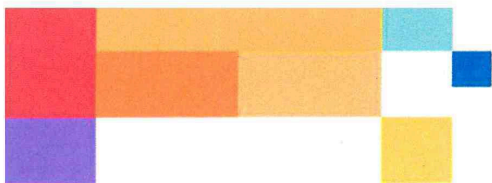
DOCUMENT CONTROL		
Responsible department	Economic Development	
Date adopted by Council	27 March 2023	Resolution number: 14.2.1
Date of last review	27 March 2023	Policy reviewed and amended n/a
Date of next review	March 2025	



Special Event Sponsorship Application



Last Reviewed: March 2022



APPLICATION FORM SPONSORSHIP

1. INFORMATION FOR ALL Applicants

The City of Kalgoorlie-Boulder recognises the importance of the role projects and events play in contributing to the vitality of the City, the activation of spaces, the sense of community and well-being, and increased economic advantage.

The purpose of the City's Event Sponsorship Program is to position Kalgoorlie-Boulder as a significant event destination in partnership with community organisations and businesses that make positive contributions to the quality of life in our City and as well as benefitting the local economy.

Category	Amount	Application to be lodged at City
Partnerships	\$10,001 +	Two months prior to event
Sponsorship	\$2001 - \$10,000	One month prior to event
Quick Response	\$0 - \$2000	Separate application for small-scale or time sensitive projects and events

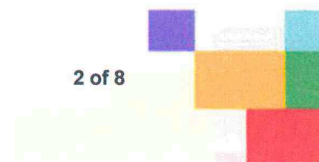
Application:

Applications for sponsorship will be considered on an ongoing basis with the applicant being advised of the outcome in writing. Please refer to the Special Events Program Guidelines for more information.

Eligibility:

Eligible organisations are defined as follows:

- Incorporated Not for Profit or charitable organisations;
- Organisations or projects sponsored or under the auspices of a not-for-profit organisation;
- Businesses; and
- Demonstrate within the application evidence of meeting defined City of Kalgoorlie-Boulders Community Strategic Plan outcomes.





2. APPLICANT INFORMATION

Supply below detailed information about your organisation.

Organisation / Company	Kalgoorlie Amateur Swimming Club		
Address:	Goldfields Oasis Recreation Centre, Kalgoorlie		
Postal address:	PO Box 525, Kalgoorlie, WA, 6433		
Contact person:	Caroline Todd	Contact's role:	Country Pennants Coordinator
Phone:		Mobile:	0409101803
Email:	kascpennants@gmail.com		
Incorporated:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Members:	60
ABN:	97 048 176 841	GST registered:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<i>If your organisation is not incorporated provide auspice details below and attach relevant details with this application</i>			

3. PROJECT / EVENT DETAILS

This section briefly describes the activities and participants involved in your project.

Project/ Event Title:	2024 Country Pennants		
Commencement date:	01/03/2024	Completion date:	03/03/2024
Venue/Location:	Goldfields Oasis Recreation Centre		
Brief project/event description: <i>(outline what your event involves and what you aim to achieve)</i>			
<p>The Kalgoorlie Amateur Swimming Club (KASC) will be hosting the 65th Annual Country Pennants competition on the weekend of the 2nd and 3rd of March 2024 in Kalgoorlie. This event is held annually and gives swimmers the opportunity to compete against other WA regional swimmers in a friendly and supportive environment. The event is expected to attract over 500 swimmers from 30 clubs across Western Australia, plus officials, coaches, families, and supporters to Kalgoorlie. To ensure the success of this event, we are seeking in-kind contributions from the City of Kalgoorlie-Boulder to cover the cost of the Goldfields Oasis Recreation Centre for the weekend. By becoming a sponsor, you will not only demonstrate your commitment to the local community but also gain visibility among our participants, their families, and other event attendees. As a major contributor of the event, your contribution will directly impact the success of the Kalgoorlie Country Pennants and help us cover expenses related to the event. In return for your sponsorship, we offer exposure to a wide audience, positive brand association, and the satisfaction of making a meaningful difference in the lives of predominantly young participants.</p>			



Explain how the event will boost the profile of Kalgoorlie-Boulder.

The Country Pennants event is anticipated to attract over 1,000 people to the town of Kalgoorlie-Boulder. This will provide an economic boost to the city by means of tourism and bringing a cash injection from out-of-town visitors to local businesses such as accommodation, hospitality and retail businesses.

Describe how your event will involve local business suppliers, tourism operators, community, artists etc.

The event will utilise local service providers for equipment hire and provision of services including catering, event fencing and barricades, videographer, PA and sound systems, office supplies and printing. Competitors and their families will also have the opportunity to visit many of the local tourist attractions.

Explain the degree to which the event or activity is viable with or without City of Kalgoorlie-Boulder support.

The hire of the Goldfields Oasis Recreation Centre for the weekend is a substantial cost (\$16,894) for the Kalgoorlie Amateur Swimming Club, equating to approximately 18% of the project's expenses. The sponsorship funds will have a direct impact on whether KASC can host the event without incurring a substantial loss. Without funding and fundraising the club will not be able to successfully run the event with desired outcomes of live-streaming and provision of all needed equipment and supplies for the event.

If this is a recurring event, describe how the event will become financially sustainable without ongoing support from the City of Kalgoorlie-Boulder.

The event is held annually, however the location varies between different WA country towns each year. In general, the Country Pennants is located within the Goldfields-Esperance region every 7 years, with Kalgoorlie last hosting in 2017.

Has your organisation received funding from the City of Kalgoorlie-Boulder in the past 5 years?

No go to next question Yes complete table below

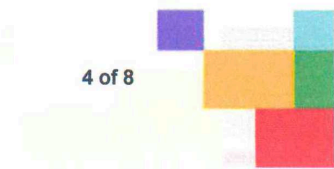
Name of previous event/project	Funding year	Funding amount	Acquittal completed?
		\$	
		\$	
		\$	

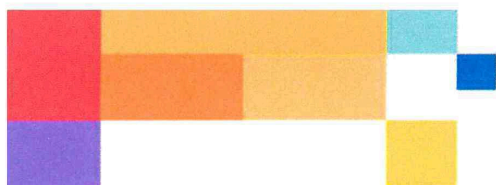
How often will this event run?

One-off Annual other Approx. every 7 years.

Special Event Sponsorship Application

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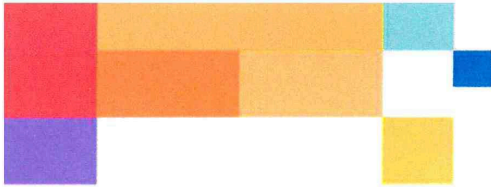




Expected Attendance: <i>(provide a realistic estimate of the number of participants, spectators and people involved with the event or project)</i>	
Local Spectators / Patrons (Kalgoorlie-Boulder)	80
Non Local Spectators / Patrons (Perth and Regional WA)	600
Interstate Spectators / Patrons	-
Participants / Competitors	600
People involved with the event or project (staff, volunteers, performers, judges etc.)	20
Estimated number of people who stayed in paid accommodation	1200
Estimated length of stay in overnight paid accommodation	3 nights
Fees and estimated income:	
Will the event have a spectator entry fee?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Entry fee (cost/person):	\$0
Are participants required to pay a registration fee?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Registration fee (cost per person)	\$35

Special Event Sponsorship Application

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4. Marketing / Promotion

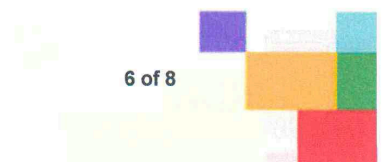
List below media and promotion activities you plan on undertaking for the event or project:	
Swimming WA website	Local radio & paper
Club social media	Live-streaming of the event

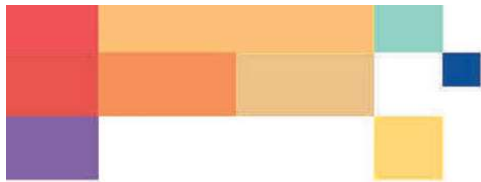
5. SUPPORTING INFORMATION

If you have sporting documentation please include this with your submission

Documents Attached			
Sponsorship Package/Options	<input checked="" type="checkbox"/>	Event Proposal	<input type="checkbox"/>
Previous Event Reports	<input type="checkbox"/>	Letters of Support	<input type="checkbox"/>
Public Indemnity Insurance	<input type="checkbox"/>	Other Event budget	

If you do not have a sponsorship package, outline below how you propose to recognise the support provided by the City of Kalgoorlie-Boulder?
Attach sponsorship package information for this event attach with your application





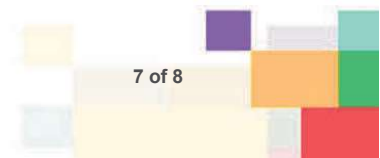
6. FINANCE

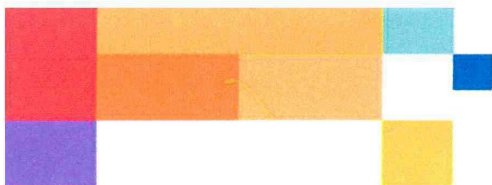
Complete the below project budget outlining income and expenditure

ACTUAL BUDGET			
Income	Amount	Expenditure	Amount
Nomination & Entry Fees- Estimated	\$22,318	Medals and Trophies	20801
Grants	\$12,500	Officials Accomodation, Food, Shirts & Supplies	9700
Sponsorships	\$21,350	Program & Sponsorship Costs	3150
		Event Costs	43910
Subtotal Income	\$ 56168	Subtotal Expenditure	\$ 77561
In-Kind Income	Amount	In-Kind Expenditure	Amount
CKB - Goldfields Oasis Venue Hire	16,894	CKB - Goldfields Oasis Venue Hire	16894
CKB - Provision of crowd control barriers (delivery)	984	CKB - Provision of crowd control barriers (delivery)	984
CKB - Lifeguard attendant (first aid)	640	CKB - Lifeguard attendant (first aid)	640
Subtotal In-Kind Income	\$ 18518	Subtotal In-Kind Expenditure	\$ 18518
TOTAL INCOME	\$ 74686	TOTAL EXPENDITURE	\$ 96,079

Special Event Sponsorship Application

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Version: 1, Version Date: 20/12/2023





7. DECLARATION

Note: This form must be signed by two executive officers of the incorporated body, organisation or business accepting legal and financial responsibility for the event or project.

I certify that the information given in this form is true and correct and that all conditions of the grant/funding agreement have been complied with.			
Signed:	<i>Narelle Bernhardt</i>		
Name:	<i>Narelle Bernhardt</i>	Date:	<i>10-12-23</i>
Position in Organisation	<i>Vice President</i>		
Signed:	<i>Sharon Greber</i>		
Name:	<i>Sharon GREBER</i>	Date:	<i>10-12-23</i>
Position in Organisation	<i>President</i>		

8. ASSESSMENT

Applicants will be assessed on the extent to which their application reflects and adds value to the City of Kalgoorlie-Boulder Strategic Community Plan outcomes.

9. ACQUITTAL OF FUNDS

Recipients are required to complete an acquittal form supplied by the City within 4 weeks of conclusion of the event or project. Included in this document is a financial income and expenditure table. This must be completed and a copy of all expenditure receipts are to be included in the submission.

Note: additional information, supporting documentation or photos that demonstrate the outcomes outlined in this application will be beneficial to your acquittal.

10. SUBMISSION

By Post to:
 City of Kalgoorlie-Boulder
 Sponsorship
 PO Box 2042
 BOULDER WA 6432

By E-mail to:
 mailbag@ckb.wa.gov.au
 Attention: Chief Executive Officer

Any further information can be discussed with the City of Kalgoorlie-Boulder Economy and Growth Team on (08) 9021 9600

Special Event Sponsorship Application

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	QTY	AMOUNT	LINE TOTAL	ITEM TOTAL	SUB TOTAL	TOTAL
<u>INCOME</u>						\$74,686
Nomination and entry fees (estimated)					\$22,318	
Grants and sponsorship					\$52,368	
Grants				\$31,018		
Healthway			\$10,000			
DLGSC			\$2,500			
City of Kalgoorlie-Boulder			\$18,518			
Sponsorship				\$21,350		
Local sponsors			\$19,700			
Race sponsorship			\$1,650			
<u>EXPENSES</u>						\$96,079.25
Medals and trophies				\$20,801.25		
Medals	2325	\$8.25	\$19,181.25			
Trophies	11	120	\$1,320.00			
Pennants	6	50	\$300.00			
Officials' shirts and supplies				\$9,700		
Shirts and hats	70		\$3,850			
Stationery			\$300			
Catering supply costs			\$1,950			
Travel and accommodation			\$3,600			
Program and sponsorship costs				\$3,150		
Design cost			\$300			
Program printing			\$2,100			
Other related costs			\$750			
Event costs				\$62,428		
Venue hire and associated costs			\$18,518			
Equipment/shade/chairs/flooring hire			\$2,800			
Backstroke ledges			\$5,000			
Cool room hire			\$400			
Food and catering			\$16,000			
Ice			\$1,050			
Volunteer vests	40	\$7	\$280			
Air conditioning/fan hire			\$2,000			
IT costs			\$2,500			
Stationery			\$700			
Photographer/videoing/PA system			\$10,000			
Other and miscellaneous costs			\$3,180			



COUNTRY PENNANTS

KALGOORLIE 2024

Sponsorship Prospectus



Document Set ID: 3775318
Version: 1, Version Date: 20/12/2023



Dear Business Owner,
March 2024 Sponsorship Opportunity- Kalgoorlie Swimming Club

The Kalgoorlie Amateur Swimming Club is a local club run by volunteers and parents to promote and encourage swimming within the community. The Club will be hosting the 65th Annual Country Pennants competition to be held on the weekend of the 2nd and 3rd of March 2024.

This event is held annually and gives swimmers the opportunity to compete against other regional swimmers in a friendly and supportive environment. The event is expected to attract over 500 swimmers from 30 clubs, plus officials, coaches, families, and supporters to Kalgoorlie.

To ensure the success of this event, we are seeking financial sponsorship or in-kind contributions from community-minded businesses like yours. By becoming a sponsor, you will not only demonstrate your commitment to the local community but also gain visibility among our participants, their families, and other event attendees.

We have designed a range of sponsorship packages to accommodate different levels of support, allowing you to choose an option that best suits your budget and objectives. Your contribution will directly impact the success of the Kalgoorlie Country Pennants and help us cover expenses related to the event. In return for your sponsorship, we offer exposure to a wide audience, positive brand association, and the satisfaction of making a meaningful difference in the lives of young participants.

We are also looking for donation of any goods/ merchandise that can be included in raffles over the weekend and would love to hear from you.

Please reply to kascpennants@gmail.com with your interest, invoicing requirements, or to further discuss sponsorship opportunities, and the club will happily contact you to address any questions you may have.

We are looking forward to partnering with you to create a memorable event for the children in our community.

Thank you for your time and consideration.

Kind Regards,
Caroline Todd
Country Pennants Coordinator



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COUNTRY PENNANTS 2024 SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSORSHIP - \$10,000

- Company branding on Live Feed of event throughout the weekend
- Acknowledgement during all major publicity promotions (e.g. newspaper, radio)
- Banner displayed at SWA Country Pennants 2024 (provided by sponsor)
- Half page (or equivalent) promotion in event program
- Minimum of 10 events announced as race sponsor
- Invitation to Opening Ceremony
- Part of the panel of judges for the March Past (best club representation)

PLATINUM SPONSORSHIP - \$5,000

- Banner displayed at SWA Country Pennants 2024 (provided by sponsor)
- Half page (or equivalent) promotion in the event program
- Minimum of 10 events - announced as race sponsor
- Division sponsor of Pennant
- Present Pennant to division winner
- Invitation to Opening Ceremony
- Part of the panel of judges for the March Past (best club representation)

GOLD SPONSORSHIP - \$2,500

- Banner displayed at SWA Country Pennants 2024 (provided by sponsor)
- Half page (or equivalent) promotion in the event program
- Minimum of six events - announced as race sponsor
- Presentation of Broken Records that occur over the Country Pennants 2024
- Invitation to Opening Ceremony



COUNTRY PENNANTS 2024 SPONSORSHIP OPPORTUNITIES

SILVER SPONSORSHIP - \$1,000

- Banner displayed at SWA Country Pennants 2024 (provided by sponsor)
- Logo promotion in the event program
- Minimum of four events - announced as race sponsor
- Presentation of Closest to State Times Awards
- Invitation to Opening Ceremony

BRONZE SPONSORSHIP - \$500

- Banner displayed at SWA Country Pennants 2024 (provided by sponsor)
- Line listing promotion in the event program
- Minimum of two events - announced as race sponsor
- Invitation to Opening Ceremony

DASH FOR CASH SPONSORSHIP \$350 per event

- Naming rights for two events swam at the end of the meet (50m and 100m) and advertised over the two days

INDIVIDUAL RACE SPONSORSHIP \$50 per race

- Announced as race is being swum
- Listing in program of events