

# CITY OF MELBOURNE BUSINESS EVENT SPONSORSHIP PROGRAM

## BUSINESS EVENT SPONSORSHIP PROGRAM GUIDELINES

### Acknowledgement

The City of Melbourne respectfully acknowledges the Traditional Owners of the land, the Wurundjeri Woi-wurrung and Bunurong Boon Wurrung peoples of the Eastern Kulin and pays respect to their Elders past, present and emerging.

We acknowledge and honour the unbroken spiritual, cultural and political connection the Wurundjeri, Bunurong, Dja Dja Wurrung, Taungurung and Wadawurrung peoples of the Eastern Kulin have to this unique place for more than 2000 generations.

We are committed to our reconciliation journey, because at its heart, reconciliation is about strengthening relationships between Aboriginal and non-Aboriginal peoples, for the benefit of all Victorians.

### Overview

The Business Event Sponsorship Program (the program) supports business events such as conferences, showcases, workshops, seminars, exhibitions, and networking functions.

Funding is open to organisations and individuals planning to hold business events within the City of Melbourne municipality.

The program aligns to our [Economic Development Strategy 2031](#) in promoting Melbourne's business vitality, diversity and inclusiveness, and contributing to the city's economy and community.

Events funded through this program bring people and businesses together to connect, build capability and share knowledge.

### Program Objectives

The program supports organisations and individuals delivering business events in line with the City of Melbourne's objectives.

The objective of this program round is to support and promote quality business events that:

- Include in person attendance and have high relevance to City of Melbourne's knowledge workers.
- Have vision and solutions that benefit the City of Melbourne (defined broadly as economic, social and/or environmental benefits).

### Event Delivery

An in-person event is a "live" event run at a physical location with a street address where attendees and delegates attend. The in-person component will include a live audience that meets minimum numbers outlined in funding table below (Fig. 1) and can include: speakers, talent and production or logistics crew to enable the event delivery.

# CITY OF MELBOURNE BUSINESS EVENT SPONSORSHIP PROGRAM

Events will be eligible for funding that take place from February 2025 to November 2025. Funded events need to have the following information provided to City of Melbourne prior to end of financial year for payment (30 June 2025):

- Signed Letter of Agreement
- Completed Event Fact Sheet
- Certificate of Currency
- Evidence of venue hire (tax invoice, email outlining confirmation of event hire)

If you are organising a public or a private event in any of the City of Melbourne's public spaces, you may require an event permit. Permits ensure public safety and amenity in public spaces and assist in the sustainable management of our parks and gardens. Please contact the Event Operations team on 03 9658 9658, or via email at [events@melbourne.vic.gov.au](mailto:events@melbourne.vic.gov.au).

Note – successful sponsorship allocations do not guarantee relevant permit approvals will be received. Holding relevant permits at the time of application will not have any bearing on the outcome of sponsorship applications.

## Funding levels

Sponsorship of up to \$10,000 are available. Please see the funding breakdown available for events attracting a certain number of attendees. Fig.1:

Level	Funding available	Expected attendance
1	Up to \$5,000	Minimum attendance of 100 people and up to 250
2	Up to \$7,250	Minimum attendance of 250 and up to 500
3	Up to \$10,000	Attendance above 500 people

What we will fund:

- Requested funding must be directly related to the set-up and delivery costs of the proposal.
- Only expenditure items that have been incurred after your application has been approved.
- For hybrid events, City of Melbourne funding will apply to the live aspect of the event
- Business event sponsorship must contribute directly to one or more of the following:
  - set-up costs
  - logistics
  - venue hire
  - catering
  - presenters / speakers
  - production / audio-visual costs
  - marketing
  - any other event enhancing expenditure that is additional to the core program must be agreed in writing with City of Melbourne.

What we won't fund:

- Operational expenses such as:
  - office rental payments
  - utilities
- Wages and expenses not directly related to the delivery of the event.

# CITY OF MELBOURNE BUSINESS EVENT SPONSORSHIP PROGRAM

- Applications that do not meet the eligibility or assessment criteria.
- Expenditure items incurred prior to approval of application funding.

## Additional support and opportunities available

The City of Melbourne owns a variety of venues that may be of interest for your business event. More information on the City of Melbourne owned venues can be found [here](#). Please be aware catering packages may apply for these venues.

Subject to agreement and availability, successful applicants may use the following services from the City of Melbourne at their event:

- Lord Mayor or Councillor speech
- City of Melbourne staff involvement with workshops or panels
- Promotion through City of Melbourne marketing channels.

## Environmental Sustainability

Applicants are encouraged to use resources wisely in the creation and delivery of their event. Applicants will need to describe their environmental sustainability practices in their application. Further information and ideas can be found in the environmental sustainability practices [fact sheet](#).

## Key Dates

- Applications open on Monday 5 August 2024 at 9am AEST
- Applications close Monday 9 September 2024 at 4pm AEST
- Assessment and approval will be in October and November 2024
- Successful applicants will be publicly announced after letters of agreement are in place.

## Assessment Criteria

Applicants will be assessed against the following criteria.

<b>1. Purpose and expected impact of the event (45 per cent)</b>
<ul style="list-style-type: none"><li>• Explain the purpose for the event.</li><li>• Describe the target audience.</li><li>• Outline the main ways the event supports the program objectives.</li><li>• Include what are the expected impacts or benefits of the event – in terms of economic, social and/or environmental benefits for the City of Melbourne.</li></ul> <p><i>Further information on how City of Melbourne aligns to your projects impacts and benefits can be sourced from <a href="#">Council Plan 2021-25</a>, the <a href="#">Economic Development Strategy 2031</a>, <a href="#">Melbourne's emerging, globally competitive innovation sectors</a> and <a href="#">United Nations Sustainable Development Goals</a>.</i></p>
<b>2. Quality and viability of the event (25 per cent)</b>
<ul style="list-style-type: none"><li>• Demonstrate that your event is well researched and planned.</li></ul>

# CITY OF MELBOURNE BUSINESS EVENT SPONSORSHIP PROGRAM

- Introduce how you will attract your audience.
- Mention who the main people are on the event planning team
- Explain briefly whether the team has a track record in delivering similar events, and summarise evidence of previous successes.
- Provide a realistic budget, as an attachment, including all funding sources such as ticket sales, other sponsorship agreements and in-kind support
- Provide a marketing plan that includes how this funding will support you to attract your target audience.

*Timelines, project plans, marketing strategies and/or promotional plans will provide strength to this response as attachments.*

### 3. Sponsorship benefits to the City of Melbourne (25 percent)

- Outline the sponsorship benefits the event will provide to the City of Melbourne by promoting Council, for example through speaking opportunities, logo placement and signage.

### 4. Key emerging priority tech sectors (5 per cent)

- Outline how your event aligns with the five key emerging, globally competitive innovation sectors that Council is prioritising:

*Biotechnology*

*Education technology*

*Sports technology*

*Digital gaming*

*Climate technology.*

## Eligibility checklist

The application must:

- Propose to deliver a business event including a multi-day program, conference, exhibition, pitch competition, showcase, demo day, product demonstration, networking, or meeting with a minimum attendance of 100 people.
- Deliver the business event in a venue located within the City of Melbourne [municipality](#) boundaries.
- Have a valid Australian Business Number (ABN).
- Must be an Australian registered business, sole trader, company, business cooperative or partnership and provide documented evidence of its legal structure.
- Have no outstanding acquittals or debts to the City of Melbourne.
- Demonstrate financial viability as evidenced by a basic business plan, including projected financial statements.
- Provide evidence of current public liability and professional indemnity insurance policies when requested and maintain these insurances when delivering the event.

# CITY OF MELBOURNE BUSINESS EVENT SPONSORSHIP PROGRAM

- Have not failed to comply with the terms and conditions of any previous funding agreement or sponsorship from City of Melbourne.

## Who is not eligible to apply?

The program will not support applications:

- Where the applicant already receives funding from City of Melbourne for the same project.
- From political or religious organisations that have a political purpose or seek to promote political or religious ideologies.
- From government departments, agencies of government departments, foundations or grant making bodies.
- That have a primary focus on fundraising or are solely marketing their own business.
- From current City of Melbourne employees, immediate families and contractors.
- For events that are already receiving financial support from Melbourne Convention Bureau (MCB).
- From organisations that have an outstanding debt to City of Melbourne or that have failed to comply with the terms and conditions of any previous funding agreement with City of Melbourne.
- Activities that pollute land, air or water, or destroy or waste non-recurring resources.
- Events that involve the use of exotic animals.

## How to Apply

Applications for sponsorship must be completed online using [SmartyGrants](#). Applications must address the eligibility, assessment criteria, answer all questions and be submitted prior to the program closing date.

## Application Process

1. Read the guidelines.
2. Register online at [SmartyGrants](#) and preview a copy of the application.
3. Plan, research and gather information required for your application.
4. Complete and submit your application before the closing date and time (Note: Late applications will not be accepted)
  - Complete all questions.
  - Allow ample time to upload supporting documents.
  - Submit only one application per event.
  - Once you have submitted, no further editing or supporting materials will be accepted.
5. On submission, you will receive an electronic reply acknowledging receipt from [SmartyGrants](#).

## Support Material

Support material is an important part of your application and reviewed as part of the assessment, and may include:

- proof of the event being located in City of Melbourne municipality
- certificates of currency

# CITY OF MELBOURNE BUSINESS EVENT SPONSORSHIP PROGRAM

- certificate of incorporation or registration of business name
- skills and qualifications of key business personnel
- marketing strategy and SWOT analysis
- business event budget including evidence of other confirmed sponsors and committed funds for the event
- examples of marketing, PR or other evidence to support your application.

## Assessment Process

- City of Melbourne check applications to establish that all eligibility criteria are met. This is referred to as due diligence.
- Applications are individually assessed in relation to the criteria through a competitive process. This is undertaken with an assessment panel including internal staff from City of Melbourne.
- The panel and City of Melbourne senior management consider the diversity of applications as a set.
- Recommended applications are provided to Council for their decision.

Other notes about the assessment process:

- Applications are confidential. The contents will not be disclosed to any person outside the application and assessment process. A short summary of the project concept will be used in reports to Council.
- The City of Melbourne does not seek to correct errors in applications or supporting material.
- Applications are assessed as they have been submitted.
- The City of Melbourne reserves the right to request further information in considering any application, as well as the right to reject any application that is ineligible or does not meet the grant category criteria.
- Assessment panels may recommend part funding.
- All funding decisions of Council are final. Unsuccessful applicants are eligible to re-apply in future funding rounds in accordance with the grant guidelines.
- The applicant names, brief project description of successful applicants will be made publicly available, including publication on the City of Melbourne [website](#) and in media releases. For further details City of Melbourne Privacy Statement can be found [here](#).

## Lobbying

Canvassing or lobbying of Councillors, City of Melbourne employees or assessment panel members in relation to any funding application is prohibited.

No further consideration will be given to an application submitted by an applicant who has canvassed or lobbied City of Melbourne staff, Councillors or assessors in relation to their application.

Successful applicants are prohibited to lobby Councillors, City of Melbourne staff when seeking additional benefits in the sponsorship agreement.

# CITY OF MELBOURNE BUSINESS EVENT SPONSORSHIP PROGRAM

## Outcome notification

All applicants will be notified of their application outcome through SmartyGrants. Unsuccessful applicants will not be reimbursed for the time spent on the application process.

## Payment and Funding Agreement

Successful applicants must provide details of their nominated bank account in order for City of Melbourne to provide funding. Successful applicants are also required to submit an invoice to the Melbourne City Council for the approved funding amount plus GST.

Payment terms are 30 days from the date of invoice, subject to the receipt of a signed funding agreement, tax invoice and other requested information.

The funding agreement outlines the application outcome, the items to be funded and any conditions associated with the use of the funds. Payments are not processed before the timeframes stipulated in the funding agreement. The City of Melbourne will not be responsible for shortfalls in project budgets if the sponsorship recipient is unable to meet project costs.

Any changes to approved events will need to receive approval from the City of Melbourne, including but not limited to date, programming and / or duration. Changes are not guaranteed to be accepted for funding.

## Reporting and Acquittal

Recipients must submit an online acquittal report through SmartyGrants. Reports provide valuable feedback to the City of Melbourne on the success of the funded event, in relation to the agreed outcomes, performance measures and any lessons learnt.

Acquittal reports are confidential, but applicants are advised that a short summary of the report will be shared in reports to Council and de-identified information could be used to evaluate the program. Final reports must be submitted no later than four weeks after the agreed completion date as stated in the funding agreement.

## Terms and conditions

Applicants must comply with the following terms and conditions:

- payment and funding agreement (see above)
- reporting and acquittal (see above)
- sign an agreement detailing the funding obligations
- payment terms are 30 days from the date of invoice, subject to the receipt of a signed funding agreement, tax invoice and other requested information. This may include revised budgets, project details, venue confirmation and auspice details where relevant.

## Support for applicants

If you would like more information about the program please contact the business funding team through [businessfunding@melbourne.vic.gov.au](mailto:businessfunding@melbourne.vic.gov.au) or call 03 9658 9658.

## Technical assistance

# CITY OF MELBOURNE BUSINESS EVENT SPONSORSHIP PROGRAM

Refer to the [SmartyGrants help guide](#) for technical assistance related to submitting your application. The [SmartyGrants](#) support desk is open 9am – 5pm Monday to Friday on 03 9320 6888 or by email [service@smartygrants.com.au](mailto:service@smartygrants.com.au).

## **Interpreter and translation services**

If you need an interpreter when calling the City of Melbourne, please call the following relevant translation services:

Our multilingual information telephone service offers assistance to people from a non-English speaking background. Visit [Translation services](#).

If you are deaf, hearing-impaired, or speech-impaired, please call us via the [National Relay Service](#):

- Teletypewriter (TTY) users phone 133 677 then ask for 03 9658 9658
- Speak & Listen users phone 1300 555 727 then ask for 03 9658 9658