

MAJOR EVENTS SPONSORSHIP AND ATTRACTION PROGRAM

PROPOSAL NAME: Chevron City to Surf for Activ - Major Sponsor Proposal

Assessment Criteria	Description	Administration Comments
1.Strategic Alignment	<p><u>Contribution to Council's Vision and Strategic Themes</u></p> <ol style="list-style-type: none"> Describe how the event contributes to the City of Karratha's vision to be Australia's most liveable regional City. 	<p>This event aligns with the City's strategies and plans and enhances the liveability of the City. Specifically, sponsoring the event:</p> <ul style="list-style-type: none"> Aligns to the City's Strategic Community Plan to develop and promote programs and services that improve community wellbeing and health; Alignment with the City's MESAP Policy to attract conferences and events to the region; and Supports local businesses including accommodation providers, hospitality and retail who are expected to benefit from the event.
2.Economic Impact	<p><u>Contribution to the local economy</u></p> <ol style="list-style-type: none"> Provide a breakdown of the estimated number of attendees from: <ol style="list-style-type: none"> Within the local area (City of Karratha); Within the Pilbara Region; Perth Metropolitan Area; 	<p>Activ have provided a breakdown of attendee origin based on 2018 and 2019 participant information. Participants are expected to be from the following:</p> <ul style="list-style-type: none"> - Local area (City of Karratha) - 60% - Pilbara Region - 20% - Perth Metro area - 10% - Intrastate - 5% - Interstate & International - <5%

	<p>d) Intrastate – From other parts of WA; e) Interstate – From other parts of Australia; and f) International. (Please include details of how these figures were obtained)</p> <p>2. Provide estimated length of visit for attendees</p> <p>3. Provide estimated spend with local suppliers within City of Karratha</p> <p>4. Does the event coincide with any other events in the area/region? If so, please list the events and any potential impacts (positive or negative) that may result.</p>	<p>Applying fair assumptions, Activ expect spend from visitors to the City will be approximately \$30,000. This is in addition to any increased local resident spend in hospitality and retail, and the estimated \$84,000 spend in delivery expenses attributed to local businesses.</p>
3.Community/Social Impact	<p><u><i>Alignment with the Council's Values and associated benefit/impact to the Community</i></u></p> <p>1. Provide a detailed description of the event and the associated activities and experiences to occur. Include any imagery or video footage to support application</p> <p>2. Demonstrate how the event appeals to the broad community and suits a range of audiences</p> <p>3. Provide demonstrated community appetite for the event and any consultation that has been conducted</p> <p>4. Demonstrate how the event has synergy with current programming within the City of Karratha or represents a gap in the market</p>	<p>This event directly supports local tourism businesses and indirectly supports retail and hospitality businesses. The event was well supported in 2019 when last run, attracting over 500 attendees. The event will promote community health and wellbeing through participation in the fun run, along with raising funds and inclusivity for those living with a disability.</p>

4.Environmental Impact	<p><u><i>The level of impact on the environment and associated natural and built resources</i></u></p> <ol style="list-style-type: none"> 1. Does the event show any impacts (positive or negative) on the environment? 2. What is the distance from the event space to the closest residential property? 3. What are the proposed event times? 4. What are the proposed noise impacts? 	<p>Activ have a track record of delivery of the Perth City to Surf, and the Karratha City to Surf. Their experience and organisational capability (along with the event manager) demonstrates environmental impacts will be kept to a minimum, including necessary road closures and choice of running routes. The two routes under consideration will maintain separation from residential areas.</p>
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5. Media/Promotion Impact	<p><u><i>Direct and Indirect value of marketing and promotional activities</i></u></p> <ol style="list-style-type: none"> 1. Describe all marketing activities that will be undertaken to promote the event 2. Describe how sponsors of the event will be formally recognised 3. Provide information on all media coverage proposed for the event, including but not limited to, television (news and dedicated programs), radio, print and electronic media. Please detail whether the media is reaching local, state, interstate or international markets 4. How do you intend to measure the success of the event? 	<p>The application provides a clear list of Major Sponsorship benefits including City branding on marketing material, and promotion of the event (and Karratha as a 'liveable regional city') to the greater Perth City to Surf audience. Karratha being the only regional location to hold a City to Surf event also identifies the City as a significant regional community.</p>
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6.Risk Profile	<p><u>Extent of risk mitigation, ability and capacity to deliver, financial stability/sustainability of event</u></p> <ol style="list-style-type: none"> 1. Provide experience of previous event delivery 2. Provide details of any corporate/private sector investment/sponsorship 3. Provide a copy of insurance certificates of currency or policies secured for the event eg. public liability, personal accident for volunteers, etc. 4. Provide a detailed budget including projections of income and expenditure. Please use template provided 	<p>Activ and their event managers have extensive experience in delivery f the City to Surf event – both in Karratha, and on a larger scale in Perth. The score has been provided on the assumption that the required public liability insurances will be verified as being current with the Activ Foundation prior to the event. A high level budget has been provided which indicates the requested funding from the City is a modest contribution when the total cost of the events are taken into consideration – the total cost of delivery for both City to Surf events is expected to exceed \$2m.</p>
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