

MAJOR EVENTS SPONSORSHIP AND ATTRACTION PROGRAM

Financial and In-Kind Support for Major Events and screen productions that attract visitors, generate local economic activity and promote Karratha.

Funding available: There is no fixed funding amount. Each request will be considered based on its demonstrated economic impact and benefit to the City, subject to available budget and Council approval. The City may approve full, partial or no sponsorship.

1. Overview

1.1. Purpose

The City of Karratha's Major Events Sponsorship and Attraction Program, known as MESAP, provides financial and In-Kind Support for Major Events and Major Screen Productions that deliver significant economic, tourism, media, community or destination benefits for the City.

MESAP primarily supports events and productions that attract visitors, generate local expenditure and strengthen Karratha's profile as a tourism, events and business destination. It is not a funding program for ordinary community events or regional sporting competitions.

This Funding Guideline operates in conjunction with the City's Grant & Sponsorship Policy. If there is any inconsistency between this Guideline and the Policy, the Policy takes precedence.

1.2. Program Objectives

MESAP aims to:

- maximise the economic, tourism, media and social value of Major Events;
- support Major Events that attract visitors and generate significant local expenditure;
- events that enhance the City's reputation and contribute positively to community cohesion, inclusion and social wellbeing, while being respectful of the diverse views and interests of the community;
- provide a consistent framework for City investment in supporting and growing Major Events;
- strengthen Karratha's profile as a tourism, events and business destination;
- support Major Screen Productions that promote Karratha's tourism attractions and liveability; and
- contribute to the Council Plan 2025 to 2035 and the Economic Development and Tourism Strategy 2025 to 2035.

1.3. Definitions

Acquittal means the process by which a Grant or Sponsorship recipient demonstrates that City funds or support have been used for the approved purpose, including the submission of required reports, evidence of expenditure and outcomes achieved.

Applicant means the party that makes an application, including its officers, directors, employees, an agent, or any individual who represents, acts on behalf of, or in the interests of, the applicant.

City means the City of Karratha.

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Council Plan means the City of Karratha's Council Plan 2025–2035, which sets out the City's long-term vision and strategic priorities.

Funding Guideline means a document which outlines at a minimum; Applicant eligibility, project eligibility, opening cycles, funding limits and assessment criteria.

In-Kind Support means non-cash assistance provided by the City, such as the loan of equipment, use of City facilities, or the provision of staff time or resources at no or reduced cost.

Major Event means an event that attracts visitors or generates significant economic activity and provides substantial tourism, media, community or destination benefits for the City.

Major Screen Production means a television, film, streaming or other screen production that generates measurable economic, tourism or promotional benefits for the City.

MESAP means the City's Major Events Sponsorship and Attraction Program.

Recipient means an Applicant approved to receive MESAP sponsorship that has entered into a Funding Agreement with the City.

Sponsorship means financial or In-Kind Support provided by the City in return for negotiated benefits or outcomes.

2. Sponsorship

2.1. Available Support

MESAP may provide:

Support type	Description
Financial assistance	A financial contribution towards eligible costs associated with delivering the approved event or production.
In-Kind Support	Non cash assistance such as the use of City facilities or equipment, marketing assistance, signage, staff support or other City resources.
Combined support	A combination of financial assistance and In-Kind Support.

The City may approve full, partial or no sponsorship. Approval is subject to the annual budget adopted by Council and the strength of the application.

There is no standard maximum sponsorship amount. The amount requested must be reasonable and proportionate to the scale of the event or production, the benefits provided to the City and the demonstrated economic impact.

Meeting the eligibility requirements does not guarantee sponsorship.

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2.2. Sponsorship Terms

Subject to Council approval, budget availability and satisfactory performance, sponsorship may be provided under one of the following arrangements:

Arrangement	Description
Single term	Sponsorship for an event or production delivered once.
Multi year term	Sponsorship for an event delivered annually over more than one year. The maximum term is three years and continued support is subject to annual evaluation, budget availability and compliance with the Funding Agreement.
Multiple event program	Sponsorship for a related series of events. Further support will require a separate application unless otherwise specified in the Funding Agreement.

2.3. Application Availability

Applications may be submitted throughout the year. Applicants should contact the City at least eight months before the proposed event or production commencement date. This allows sufficient time for application preparation, compliance review, assessment, internal review, Executive Leadership Team consideration, Council determination and execution of the Funding Agreement.

Applicants should not make financial commitments or commence the proposed event or production in anticipation of receiving sponsorship.

3. Eligibility

3.1. Who Can Apply

To be eligible, an Applicant must:

- be a legal entity or organisation capable of entering into a binding Funding Agreement with the City;
- hold an Australian Business Number where applicable;
- be registered for GST;
- have the organisational and financial capacity to deliver the proposed event or production;
- hold or be able to obtain appropriate insurance, permits, licences and approvals;
- propose a Major Event or Major Screen Production that meets the objectives and scale of MESAP;
- demonstrate that the proposal will attract visitors or generate significant economic benefit within the City;
- demonstrate the ability to provide the proposed sponsorship benefits to the City;
- provide a realistic budget, delivery plan, marketing plan and risk management information; and
- have no outstanding debts or overdue Acquittals with the City.

The Applicant is responsible for obtaining all approvals required to deliver the event or production. MESAP sponsorship does not constitute event, planning, environmental health, venue or regulatory approval.

4. What Can Be Funded

4.1. Eligible Projects

MESAP may support:

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- Major Events, festivals, shows and fairs;
- business events, conferences, seminars and industry meetings;
- signature sporting and cultural events that attract visitors and generate significant local economic activity;
- Major Screen Productions that showcase Karratha's tourism attractions and liveability; and
- other Major Events that meet the program objectives and eligibility requirements.

An event does not qualify for MESAP merely because it is described as regional or attracts participants from outside Karratha. The Applicant must demonstrate that the proposal is significant in scale and is expected to generate substantial benefits for the City.

4.2. Sporting Events

MESAP is not a community sporting event grant. Community and regional sporting competitions, club activities, regular fixtures and participation based sporting events will not be sponsored through MESAP.

A sporting event may only be considered where it qualifies as a signature sporting event and demonstrates significant visitor, economic, tourism, media or destination benefits for the City. A signature sporting event may be considered where it:

- attracts a significant number of visitors to Karratha;
- generates substantial local expenditure and overnight stays;
- provides significant tourism, media or destination promotion;
- operates at a scale beyond an ordinary community or regional sporting event; and
- provides measurable sponsorship benefits to the City.

4.3. Events or Productions Outside the City

An event or production outside the City's local government area may only be considered where the Applicant can clearly demonstrate significant economic, tourism, media and social value for the City.

The benefits to the City must be direct, measurable and proportionate to the sponsorship requested.

4.4. What Will Not Be Sponsored

Sponsorship will not be considered for:

- events that do not meet the objectives or scale of MESAP;
- community or regional sporting events;
- events or productions outside the City's local government area that cannot demonstrate significant benefits for the City;
- activities that have already commenced or been completed;
- activities that contravene City policies or local laws;
- activities that present an unacceptable risk to public health or safety;
- activities already funded through another City funding program during the current financial year;
- incomplete applications;
- applications that do not allow sufficient time for assessment and Council consideration;

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- Applicants that have not fulfilled the conditions of previous City funding; or
- Applicants with outstanding debts to the City, including overdue Acquittals.

The City may determine that a proposal is unsuitable for MESAP even where it is not expressly included in the exclusions above.

5. Preparing an Application

5.1. Contact the City

Applicants must contact the City before preparing a full application.

The initial discussion will help determine whether the proposal is likely to meet the objectives and scale of MESAP and identify the information required for assessment.

The City may request an initial event or production summary before inviting the Applicant to submit a complete application.

5.2. Information Required

The level of detail required in your application should be proportionate to the amount of funding requested.

The application must include:

- a concise description of the proposed event or production;
- the proposed location and delivery dates;
- information about the Applicant and its experience delivering comparable activities;
- the amount and type of sponsorship requested;
- a detailed income and expenditure budget;
- details of confirmed and proposed funding or sponsorship from other parties;
- estimated attendance or audience numbers;
- expected visitor numbers and places of origin;
- the expected length of stay for visitors;
- the methodology and evidence used to calculate attendance, visitation and expenditure estimates;
- estimated expenditure with businesses located within the City;
- a marketing and media plan;
- proposed sponsorship benefits for the City;
- a delivery plan and key milestones;
- a risk management plan;
- details of relevant insurance, permits, licences and approvals;
- information addressing each assessment criterion; and
- any other supporting information requested by the City.

Letters of support may be included where they provide evidence of community demand, industry support, partnerships or expected benefits.

5.3. Insurance

The Recipient must maintain insurance appropriate to the nature and risk of the approved event or production.

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For Major Events, this will generally include public liability insurance of at least \$10 million. The City may require a higher level of coverage or additional insurance depending on the nature of the proposal.

Evidence of insurance must be provided before sponsorship is released.

5.4. How to Apply

Applicants should complete the following steps:

- Read this Funding Guideline and the Grant & Sponsorship Policy.
- Contact the City at least eight months before the proposed commencement date.
- Provide an initial summary of the proposed event or production if requested.
- Confirm that the Applicant and proposal meet the eligibility requirements.
- Prepare the application, budget, visitor estimates, marketing plan, risk information and supporting documents.
- Submit the complete application using the form and method specified by the City.
- Respond promptly if the City requests clarification or additional information.

Important: It is the Applicant's responsibility to submit a complete application. An incomplete application may be returned to the Applicant or determined ineligible and will not proceed to assessment unless all mandatory requirements are satisfied.

6. Assessment and Decision Making

6.1. Eligibility and Compliance Review

The City will review the application to confirm that:

- the Applicant is eligible;
- the event or production meets the objectives and scale of MESAP;
- all mandatory information and supporting documents have been provided; and
- sufficient time is available to complete the assessment, approval process and finalise the funding agreement.

The City may request clarification or further information. Applications that do not meet the eligibility or compliance requirements will not proceed to assessment.

6.2. Application Timeline

Applicants should contact the City at least eight months before the proposed activity to allow time for assessment, Council approval and finalisation of the Funding Agreement. Timeframes vary according to the proposal's completeness, value, complexity and risk, as well as Council meeting dates.

Application Stage	What happens	Indicative Timeframes
1. Initial discussion	The Applicant contacts the City to discuss the proposed event or production, its eligibility, the sponsorship request and the information required.	1 to 2 weeks

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Application Stage	What happens	Indicative Timeframes
2. Application preparation	The Applicant prepares the event or production proposal, budget, visitor estimates, marketing plan, sponsorship benefits, risk information and supporting documents.	4 to 6 weeks
3. Application submission and compliance review	The City confirms that the Applicant and proposal meet the eligibility requirements and that all mandatory information has been provided. The Applicant may be asked to provide clarification or additional information.	4 to 6 weeks
4. Assessment and recommendation	The application is assessed against the approved criteria. The assessment findings, sponsorship recommendation and draft Council report are prepared.	4 to 6 weeks
5. Internal review	The application, assessment, recommendation and Council report are reviewed by the relevant City officers.	2 to 3 weeks
6. Executive Leadership Team consideration	The application and recommendation are considered by the Executive Leadership Team before proceeding to Council.	2 to 3 weeks
7. Council consideration	The application and recommendation are included in the relevant Council meeting cycle for determination. Timing will depend on meeting dates and agenda deadlines.	4 to 6 weeks
8. Notification and Funding Agreement	The Applicant is notified of Council's decision. If approved, the Funding Agreement is prepared, reviewed and executed before any sponsorship is released.	2 to 3 weeks
Total indicative timeframe	Time from the initial discussion to execution of the Funding Agreement.	Approximately 8 months

Important: These timeframes are not guaranteed. Incomplete or complex applications may take longer. Applicants must not commence the proposed activity or make financial commitments in anticipation of receiving sponsorship. Financial assistance and In-Kind Support will not be released until the Funding Agreement has been executed and all relevant conditions have been met.

6.3. Assessment Criteria

Strategic Alignment is mandatory and must be adequately demonstrated before an application can be considered for sponsorship.

Eligible applications will be assessed against the following criteria:

Assessment criterion	Description	Weighting
Strategic Alignment	Contribution to Council's Vision and Strategic Themes.	Mandatory Yes or No
Economic Impact	Contribution to the local economy.	30%

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Assessment criterion	Description	Weighting
Community and Social Impact	Alignment with Council's Values and associated benefit or impact to the community.	25%
Sustainability and Environmental Impact	The extent to which the event incorporates sustainable practices, minimises negative environmental impacts, uses resources responsibly and/or delivers positive environmental outcomes.	15%
Media and Promotion Impact	Direct and indirect value of marketing and promotional activities.	15%
Risk and Delivery Capacity	Extent to which risks are identified and managed, and the applicant has the capacity and financial stability to deliver the event.	15%

6.4. What the City Will Consider

6.4.1. Strategic Alignment

The Applicant must demonstrate how the proposal:

- contributes to the City's strategic priorities;
- supports the Council Plan 2025 to 2035;
- supports the Economic Development and Tourism Strategy 2025 to 2035; and
- strengthens Karratha's position as a liveable regional city and tourism, events or business destination.

An application that does not demonstrate Strategic Alignment will not be recommended for sponsorship.

6.4.2. Economic Impact

The City will consider:

- estimated local, regional, intrastate, interstate and international attendance;
- expected visitor numbers and length of stay;
- estimated visitor expenditure within the City;
- expenditure with local businesses and suppliers;
- local employment and contracting opportunities;
- the evidence and methodology supporting the estimates; and
- any positive or negative interaction with other events occurring in the region.

6.4.3. Community and Social Impact

The City will consider:

- the activities and experiences provided;
- the proposal's appeal to residents and visitors;
- accessibility and opportunities for community participation;
- demonstrated community demand or support;
- cultural, social and liveability benefits;
- alignment with existing events and programming; and
- whether the proposal addresses a gap in the local events market.

6.4.4. Environmental Impact

The City will consider:

- potential positive and negative environmental impacts;
- waste management and resource use;
- impacts on surrounding residents and community amenity;
- event operating times;
- noise impacts; and
- measures proposed to avoid or manage environmental impacts.

6.4.5. Media and Promotion Impact

The City will consider:

- the proposed marketing activities;
- expected local, state, national or international media coverage;
- promotion of Karratha as a tourism, events, business or liveability destination;
- the value of the proposed sponsorship benefits; and
- how marketing reach and outcomes will be measured.

6.4.6. Risk and Delivery Capacity

The City will consider:

- the Applicant's experience delivering comparable events or productions;
- organisational and governance arrangements;
- the detailed budget and financial viability of the proposal;
- other confirmed or proposed sponsorship and investment;
- risk identification and mitigation;
- required insurance, permits and approvals; and
- the Applicant's capacity to deliver the proposed outcomes and sponsorship benefits.

6.5. Assessment and Council Decision

Compliant applications will be assessed against the approved criteria. The level of information and scrutiny required will be proportionate to the value, complexity and risk of the sponsorship request.

Following assessment and internal review, the application and recommendation will be considered by the Executive Leadership Team before being presented to Council.

Council will determine whether the application receives full, partial or no sponsorship.

Applicants will be notified in writing of Council's decision. Council's decision is final and not subject to appeal.

7. If Your Application Is Successful

7.1. Funding Agreement

A successful Applicant must enter into a written Funding Agreement with the City before commencing the approved event or production or receiving any financial or In-Kind Support. The Funding Agreement will specify the approved purpose, activities, funding amount, payment conditions, delivery timeframe, reporting, acknowledgement and Acquittal requirements.

7.2. Publication of Successful Applicants

The City will publish a list of successful Applicants on its website in accordance with applicable regulatory requirements. By accepting funding, a Recipient acknowledges that relevant funding information may be publicly disclosed.

7.3. Project Completion

The project must be completed within the timeframes outlined within the funding agreement, unless a written extension has been approved by the City. A written Acquittal must be submitted within 60 days of the project completion date.

7.4. Payment Arrangements

Payment arrangements will be specified in the Funding Agreement and may vary according to the value, timing, risk and nature of the sponsorship.

The Recipient must provide a valid tax invoice and any required evidence before payment is made. Payment processing may take up to 30 days after the City receives a valid tax invoice and all required supporting documentation.

7.5. Acknowledging City Support

Recipients must acknowledge the City's assistance in accordance with the Funding Agreement. Requirements may include:

- displaying the City logo on relevant websites, digital applications and marketing materials;
- participating in joint media or promotional activities with the City; and
- providing photographs or other evidence of completed project deliverables.

8. Changes to an Approved Project

Recipients must contact the City as soon as possible if an approved project, expenditure or delivery timeframe needs to change. A written request must be submitted and approved before the change is implemented or the expenditure occurs.

Variations will generally only be considered where circumstances are beyond the Recipient's control and the overall intent of the approved project remains unchanged. Approval of a variation or extension is not guaranteed.

9. Acquittal and Final Payment

9.1. Acquittal Requirements

The level of detail required in the acquittal should be proportionate to the amount of funding received. The Recipient must submit an Acquittal demonstrating:

- that the approved event or production was delivered;
- that the City's financial and In-Kind Support was used for the approved purpose;
- actual attendance and visitor numbers;
- visitor places of origin and length of stay, where applicable;
- actual or estimated expenditure generated within the City;

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- expenditure with local businesses and suppliers;
- the agreed sponsorship benefits provided to the City;
- media, marketing and promotional outcomes;
- community, cultural, tourism and economic outcomes;
- evidence of expenditure where required;
- photographs or other evidence of delivery; and
- any other information specified in the Funding Agreement.

The Acquittal and supporting documentation must be submitted within 60 days of the approved event or production being completed, unless another timeframe has been approved by the City and recorded in the Funding Agreement. The City may request additional evidence or audit information to verify the Acquittal.

9.2. Unspent Funds and Failure to Acquit

Unspent funds must be returned to the City within 60 days of project completion unless a written variation has been approved. Funds that are unspent, misused, unaccounted for or not satisfactorily acquitted may be treated as a debt to the City.

Failure to satisfactorily acquit funding may result in repayment requirements, forfeiture of unpaid funding, ineligibility for future City funding and other remedies available under the Funding Agreement.

10. Further Information

Applicants are encouraged to contact the City before submitting an application if they are uncertain about eligibility, project scope, required approvals or supporting documentation.

Contact method	Details
Telephone	(08) 9186 8555
Email	enquiries@karratha.wa.gov.au
Website	www.karratha.wa.gov.au

11. Related Documents

- Grant & Sponsorship Policy.