



***ECONOMIC DEVELOPMENT AND TOURISM
ICONIC EVENT SPONSORSHIP GUIDELINES
2026/2027***

The City of Rockingham invites applications for the Iconic Event Sponsorship Program for funding towards iconic events that deliver significant economic and tourism benefits to the Rockingham community.

Director Endorsement Date:	4/08/2026	Amendment No.	4
Amendment Dates:	23/06/2021, 20/09/2022, 20/09/2023, 3/08/2026	Next Scheduled Review:	04/08/2027

SCOPE

The City of Rockingham (**the City**) is committed to supporting iconic events in line with its Economic Development Strategy 2025-2030, and Tourist Destination Strategy 2024 - 2029. These guidelines relate to eligible organisations wishing to apply for sponsorship to assist with the delivery of iconic events that take place within the boundaries of the City.

Any successful funding application is for one year only unless otherwise agreed. The maximum contribution of sponsorship funding provided by the City cannot exceed 50% of the total event budget.

ICONIC EVENTS

An iconic event is one that generates significant economic benefits and destination awareness to the Rockingham region. An iconic event may be:

- (a) An annual or recurring event; or
- (b) A one-off feature event.

Iconic events provide participants with experiences that support the City's tagline "where the coast comes to life", and align with the City's destination marketing brand. They should focus on significant economic impact and/or considerable tourism promotion to people outside the Rockingham Local Government Area. This may include (but not be limited to) one or all of the following:

- Mass participation events with 10,000+ attendees that can demonstrate out-of-region visitation
- High profile media coverage
- Demonstrated ability to attract intrastate, interstate and/or international visitation

ELIGIBILITY

Sponsorship will only be considered if:

- ✓ The applicant agreed to have current suitable public liability insurance at the time of the iconic event (minimum coverage \$20 million)
- ✓ The iconic event can measure economic impact for the Rockingham region through events-based visitation and associated visitor spend with consideration to:
 - Number of visitors who will travel specifically to attend the event from outside the region
 - Average length of stay
 - Estimated daily expenditure
- ✓ The iconic event takes place at a strategic location within the boundaries of the City
- ✓ The applicant identified the City as a sponsor; and
- ✓ The applicant either is, has engaged, or agrees they will engage a professional event company to deliver the event, who is operating under a registered ABN and can demonstrate experience in delivering events of a similar scale and nature; or

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- ✓ The applicant can demonstrate experience in managing similar scaled events or state partnerships utilising these skill sets to deliver a successful event

Sponsorship will NOT be considered if:

- ☒ The applicant is a Local, State or Commonwealth authority
- ☒ The applicant is a political party
- ☒ The applicant is a current staff or Elected Member of the City, or their immediate family, however this does not include an application from an organisation that an employee, elected member of their immediate family member may be part of
- ☒ The applicant has already received a grant from the City for the same iconic event (excluding events held in prior financial years)
- ☒ The applicant has failed to acquit any previous grants or sponsorships from the City
- ☒ The applicant has an outstanding debt to, or is in legal conflict with, the City
- ☒ The applicant does not supply all supporting documentation, or the application is incomplete
- ☒ The applicant is requesting funding for retrospective payments
- ☒ The applicant has engaged in canvassing or lobbying of Elected Members and/or staff of the City or sought to influence the decision-making process. Submitted applications deemed to be the subject of lobbying prior to a determination by Council may be disqualified

All eligible and completed applications for sponsorship will be presented to Council for consideration. Sponsorship may be declined for any reason, including but not limited to:

- ☒ The event is not considered to be aligned with the City's aspirations within the Community Plan;
- ☒ The value of the event is not considered sufficient for the outlay
- ☒ Insufficient budget is available to provide support
- ☒ The iconic event is due to take place in an unreasonable timeframe after lodgement of the application (considering approval, organising and marketing requirements for the event)
- ☒ The event's implementation and commitment relies solely on sponsorship from the City
- ☒ The event is primarily considered community-based and would only attract local visitors and participants
- ☒ The event's primary purpose is political
- ☒ The event's primary purpose is religious

APPLICATION

Event proponents must meet and engage with the City's Economic Development and Tourism team well in advance of the proposed event dates to discuss the initiative prior to submitting an application. The City's Economic Development and Tourism team are available to provide guidance throughout the application process and support applicants in preparing a complete and accurate submission.

An event application must be submitted in writing to the City's Economic Development and Tourism team, and must include the following:

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- ✓ Details of the proposed event, including key activities, dates and locations
 - ✓ Attendance information:
 - Estimated number of people attending, including a breakdown of local, intrastate, interstate and international visitors
 - Length of stay in overnight accommodation and by how many
 - The estimated daily visitor spend
 - Methodology of the above information
 - ✓ The amount of sponsorship requested, including detailing any additional provisions required from the City that would be considered an expense to the City beyond the requested financial support, including but not limited to:
 - Site preparation requirements
 - Additional servicing to City owned facilities
 - Access to major event electrical connections (where possible)
- Note: Fees related to venue hire for City facilities/venues, Outdoor Event Application assessment, Traffic Management Plan assessment, and bin hire will generally not be considered.
- ✓ The cost or charge for tickets/registrations (if applicable)
 - ✓ Information about the applicant (and, if appointed, professional event company) including governance, experience and capacity to deliver the event
 - ✓ The objectives of the event and the intended economic, tourism, social and/or cultural outcomes
 - ✓ An outline of any local business involvement or engagement
 - ✓ An outline of any public impacts, such as planned road or water closures, fencing of public areas, etc.
 - ✓ A draft budget
 - ✓ A draft Marketing Plan and schedule
 - ✓ A draft Risk Management Plan, with a final plan required to be submitted prior to the event
 - ✓ An outline of how the post-event report will be developed, including methodology, key measurables, and any independent assessments that will be used to assess against desired outcomes (note: an independent socio-economic impact assessment is a requirement of receiving the sponsorship).

BUDGET

When preparing the draft budget breakdown, applicants must:

- ✓ List all expenditure items including all infrastructure, equipment, and operational requirements for delivering the event as well as marketing/promotion, planning and permit costs
- ✓ List all budget items (all items listed must be exclusive of GST)
- ✓ Identify which items of expenditure are proposed to be funded by the City
- ✓ Identify any items of expenditure that is intended to be spent with local businesses located within Rockingham
- ✓ Acknowledge that any change of circumstances requiring significant re-allocation (10% variance or more) of funded expenditure items will require written approval from the City prior to spending
- ✓ Demonstrate a financial contribution (or suitable in-kind equivalent) by the applicant to the event
- ✓ Identify other external funding sources, noting any funding that has already been secured and/or applied for, which will be viewed favourably.

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Applicants are advised that reimbursement to the City is mandatory for any unspent sponsorship funds.

ELIGIBLE USE OF SPONSORSHIP FUNDS

- ✓ Marketing costs associated with the event that increase awareness of, and visitation to, the Rockingham region. This may include digital marketing, printed collateral, out-of-home advertising, TV or radio advertisements etc.
- ✓ The engagement of specialised personnel to further develop and/or market the event
- ✓ The engagement of a professional event management company to deliver the event
- ✓ Hire of temporary infrastructure and equipment that will improve access, visitor experience or the safety of the event (i.e. temporary toilets, fencing, accessibility improvements, seating, marquees, staging etc.)
- ✓ Appearance fees and travel costs (i.e. artists or personalities)
- ✓ Entertainment
- ✓ Venue or location based costs (excluding bonds and/ or seasonal ground allocation)
- ✓ Security

INELIGIBLE USE OF SPONSORSHIP FUNDS

- ☒ Insurance and legal costs
- ☒ Capital or equipment purchase costs
- ☒ Prize money
- ☒ Sanctioning fees
- ☒ Staff costs
- ☒ Administration expenses/sundries
- ☒ Bonds (such as for the venue or equipment)
- ☒ Anything that is considered to provide a benefit to the proponent outside of the event

MARKETING PLAN

When preparing the draft marketing plan, applicants must:

- ✓ Identify the target market/s and/or demographics
- ✓ Identify marketing channels and activities to be used, highlighting out-of-region marketing channels which may increase visitation to Rockingham
- ✓ Provide an estimated reach per channel, including any interstate and/or international audience reach where possible
- ✓ List any media coverage and brand exposure opportunities, highlighting those which target people from outside the Rockingham region
- ✓ Provide a breakdown of key campaign phases and anticipated timelines

RISK MANAGEMENT PLAN

When preparing the draft risk management plan, applicants must:

- ✓ Follow the four steps of:

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1. Identify the risks
 2. Assess risks
 3. Treat and control risks
 4. Monitor and review risks
- ✓ Categorise the likelihood and consequences of each risk; and
 - ✓ Identify stakeholders who have or will be consulted in the risk management of the event.

The City has developed *Risk Management Plan Guidelines* that are available to all event organisers to assist in developing a Risk Management Plan that can be used to assist with the application.

SPONSORSHIP EXPECTATIONS AND ACKNOWLEDGEMENT

The applicant should outline any opportunities and/or inclusions that would be offered to the City under a sponsorship agreement. Where applicable, sponsorship recipients must deliver the following as a minimum requirements:

- ✓ Opportunities for the City to leverage its destination brand, including allocated space for the City's mobile visitor information van to attend the event (if possible and agreed by the City)
- ✓ The event and relevant marketing activities align with the City's Tourist Destination Strategy and Economic Development Strategy
- ✓ Opportunities provided to the City to leverage media partnerships, talent, and/or influencers to promote Rockingham as a tourist destination
- ✓ Recognition of Rockingham as the host destination within the event name (where possible)
- ✓ Spoken acknowledgements where applicable (i.e. by MC/presenters)
- ✓ Written acknowledgements where applicable (i.e. website, social media, newspapers)
- ✓ Logo on printed material (adhering to the City's Style Guide)
- ✓ Opportunities to display signage at the event
- ✓ Provision of event logos and images (photography and videography in communications and marketing both before and after the event, including permission to use selected images for future promotional purposes)
- ✓ Foreword in event program (where possible)

EVALUATION CRITERIA

Each eligible application will be assessed against the following criteria and weighting.

Return on Investment

20%

The Return on Investment (ROI) is calculated based on the funding amount compared to the total visitor expenditure. If an independent economic assessment for the event is available from previous occurrences, the economic impact may be calculated using that. If no assessment is available, the economic impact will be assessed using appropriate assessment methods based on visitor numbers, overnight stays and daily expenditure.

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Visitation and Economic Impact

20%

Visitation is calculated on the number of attendees expected to attend the event from outside the Rockingham Local Government Area. The number is based on total visitors to the event, with visitors attending multiple days to be counted each day they attend.

Economic impact is calculated on the visitor spend, meaning the money that is spent locally by out-of-region visitors as a result of the event.

Brand and Marketing Reach

20%

Brand reach is based on the out-of-area marketing channels used to promote the event, and opportunity to promote Rockingham as a destination.

Local Business Involvement

20%

The City supports the use of local businesses located within the City of Rockingham for any quotes that may be sourced in relation to the supply of goods and services for the event. Additionally, meaningful engagement with local businesses providing tangible economic, promotional or participation benefits will be considered positively.

Destination and/or Tourism Benefits

10%

The City seeks to support a year-round calendar of activations and events. The timing of the event, and its ability to add vibrancy to Rockingham outside of existing peak periods will be considered positively.

Professional Event Management

10%

The professional event management criteria will be assessed based on the overall application, with a strong emphasis on the event proposal and risk management plan.

APPLICATION ASSESSMENT PROCESS

Funding for Iconic Event Sponsorship is open year-round, or until budgeted funding is fully committed.

Following the receipt of a complete sponsorship application, the application will be assessed independently by a panel of at least three City Officers, and the results averaged among the panel. This process can take up to 30 days.

Following assessment, applications will be referred to Council for a decision. This will take additional time, therefore, applicants are encouraged to submit an application as soon as possible. Council decision is final. Council retains full discretion in its decision-making and may choose to support the

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recommendation, amend it, or determine an alternative resolution, including amounts that may fall outside of the assessed score.

APPROVAL CONDITIONS

If the application is successful, two office bearers of the applicant organisation will be required to sign a sponsorship agreement committing to compliance with all legislative and planning requirements, and any other conditions imposed on sponsorship funding.

Each agreement will include a set of Key Performance Indicators (KPIs) tailored to the event. These KPIs relate to anticipated outcomes included in the application. They may include areas such as attendance and visitation, economic impact, local business engagement marketing and promotional deliverables, and operational quality and compliance. Applicants are required to report against these KPIs at part of the post-event evaluation process. Failure to adequately report against these KPIs may impact future funding applications.

A copy of the signed sponsorship agreement and invoice for the amount awarded must be returned to the City within 30 working days. If you are eligible for GST, identify this amount in your “Tax” Invoice.

It is the responsibility of the applicant to determine which approvals are required and submit the appropriate documentation. The applicant must not proceed with the project without formal approval from the appropriate authority, including but not limited to the City’s Planning and Development Department, Building Services and Health Services. A successful application for sponsorship does not guarantee that all other approvals and authorisations from the City will be issued.

MULTI-YEAR FUNDING TERM

Event sponsorship will have a one-year term unless otherwise approved by Council. The City may offer multi-year funding agreements to events that demonstrate strong alignment with strategic objectives, particularly in relation to repeat events that have a proven record of successful delivery. Multi-year agreements will likely contain a year-on-year reduction in funding to support the event developing to be self-sufficient. Each year of a multi-year agreement is subject to review, and the City reserves the right to amend, suspend or withdraw future-year funding if performance or alignment declines.

POST EVENT EVALUATION REPORT

A Post Event Evaluation Report needs to be submitted within 90 days after the last day of the event delivery date.

Proof of paid invoices for the City’s awarded sponsorship amount (funded expenditure items only) must be provided (this can include receipts and/or other appropriate verification). It is expected that these will be approximately in line with the original quotes/estimates provided. Proof of paid invoices for expenditure being claimed as spend with local businesses may also be requested.

Applicants are reminded that:

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- Reimbursement is mandatory for any unspent sponsorship funds
- Any change of circumstances requiring re-allocation of funded expenditure items requires written approval by the City prior to spending
- Proof of paid invoices may be required.

Evaluation of local economic benefit should also be provided in the form of an independent socio-economic impact assessment, including determination, methodology and sample verification.

Unsatisfactory reporting is likely to lead to refusal of future applications, refusal of the final payment, or reimbursement of the City's sponsorship funding in extreme cases.

PRIVACY AND CONFIDENTIALITY

The City of Rockingham collects personal information to process Iconic Event Sponsorship applications. It may also be used for secondary purposes which would be reasonably expected. This information may be shared with the public in the form of Council and Committee reports and meetings in order to undertake assessment for decision making. If personal information is not provided, the City may not be able to process the application. To access, correct or learn more about how we handle personal information please contact privacy@rockingham.wa.gov.au or visit rockingham.wa.gov.au/privacy.

Applicants should be aware that information provided in their Event Sponsorship Application may be referenced as part of reports presented to Council or a Council Committee. With the exception of information legitimately identified as confidential, details from an application may be discussed in meetings open to the public, and associated minutes may be published and publicly accessible.

Applicants are encouraged to clearly identify any information they believe should remain confidential as part of their application. While the City will take all reasonable steps to respect and protect such information, final determination regarding confidentiality rests with the City in accordance with legislative and governance requirements.

Director Approval


Director Name: Michael Holland

Director Title: Director Community Development

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