

A nighttime photograph of the Melbourne skyline. The city is illuminated with various lights, including the spires of St. Paul's Cathedral on the left and several modern skyscrapers in the center and right. A stone bridge with arches spans across a river in the foreground, with two rowing teams visible on the water. The sky is a deep twilight blue.

# Business Events Sponsorship Program 2023 - 24

Date: Wednesday 13 September  
Presenter: Troy Crellin  
DM#: 15671405



CITY OF MELBOURNE



# Program Overview

The Business Events Sponsorship Program provides \$100,000 to support business events such as conferences, showcases, workshops, seminars, exhibitions and networking functions in the City of Melbourne municipality.

Funding of up to \$10,000 per applicant is available to events that include in-person attendance, have high relevance to City of Melbourne's knowledge workers and have vision and solutions that benefit the City of Melbourne.

## Program Overview

The objective of the program is to support and promote quality business events:

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

## What are we offering?

Sponsorships of up to \$10,000 are available. Funding breakdown available for events based on attracting a certain number of attendees.

Level	Expected number of people to attend (in person)	Funding available
1	Min attendance of 100 and up to 250	Up to \$5,000
2	Min attendance 250 and up to 500	Up to \$7,250
3	Attendance above 500	Up to \$10,000

Requested funding must be directly related to the set-up and delivery costs of the proposal. Only expenditure items that have been incurred from the day after lodging your application will be eligible

### Additional support and opportunities

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 in [hubs and bookable spaces](#). 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.

<http://www.melbourne.vic.gov.au/community/hubs-bookable-spaces/Pages/bookable-spaces.aspx>



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.

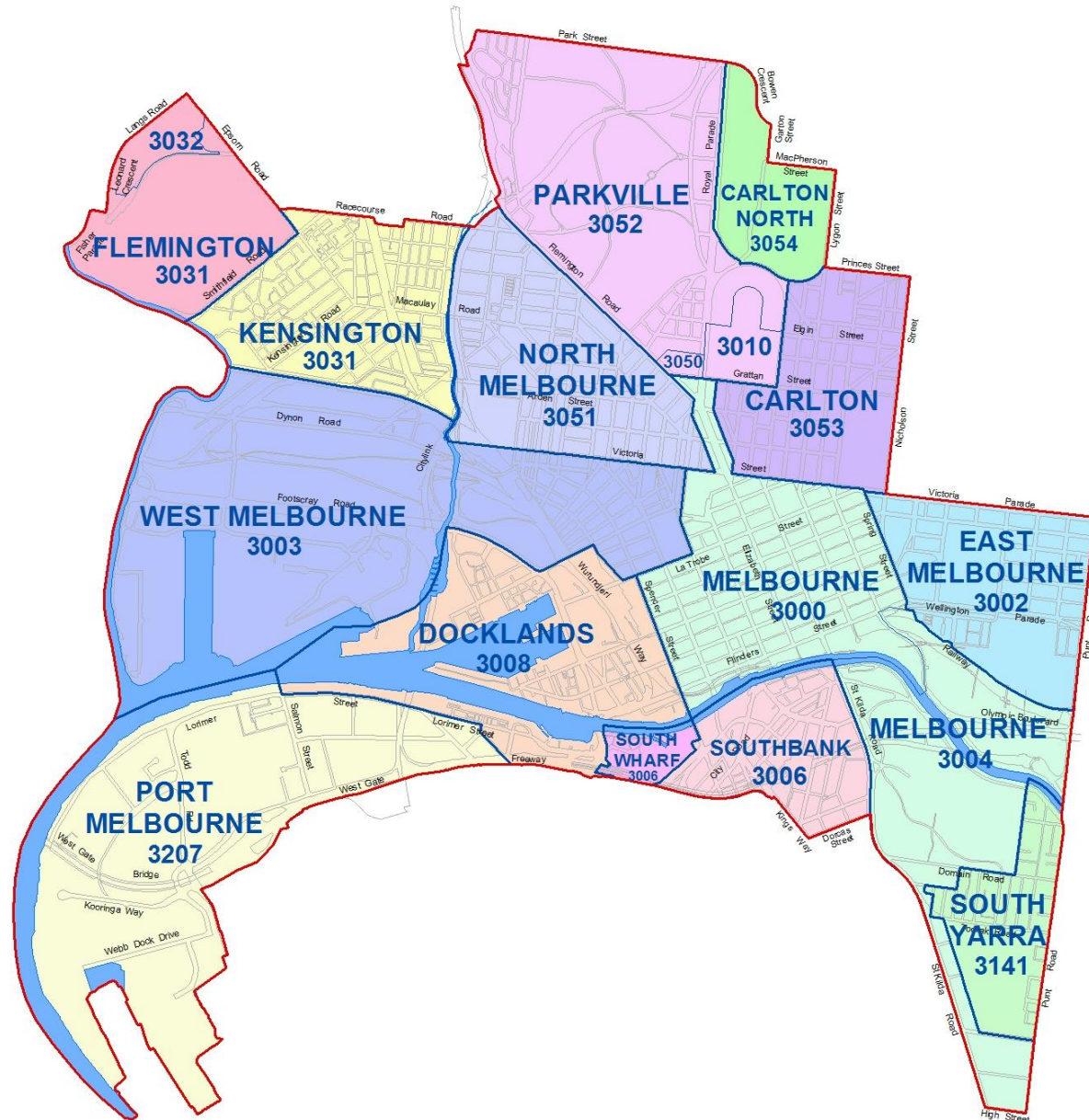
## What we won't fund:

- Operational expenses such as:
  - office rental payments
  - utilities
- Wages and expenses not directly related to the delivery of the event.
- Applications that do not meet the eligibility or assessment criteria
- Expenditure items incurred prior to approval of application funding

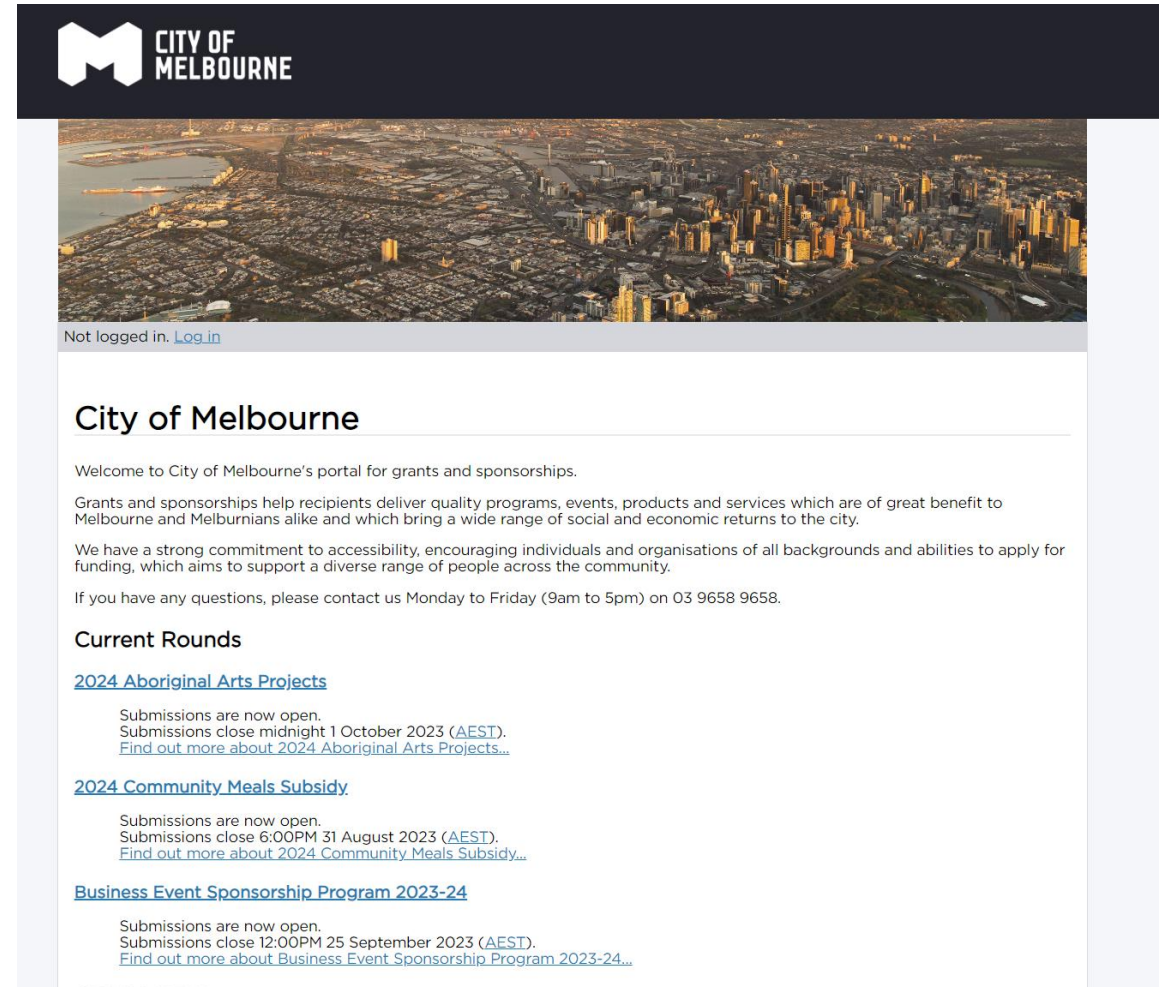


- Applications opened Tuesday 22 August 2023 at 9am AEST.
- Online information session Wednesday 12 September at 1pm AEST online
- Applications close Monday 25 September 2023 at midday AEST.
- Assessment and approval in October and November 2023.
- Successful applicants will be publicly announced after letters of agreement are in place.

- **type of events:** multi-day program conference, exhibition, pitch competition, showcase, demo day, product demonstration, networking, or meeting with a minimum attendance of 100 people
- **event location:** within the [City of Melbourne municipality boundaries](#)
- A valid Australian Business Number (ABN)
- 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: business plan, including projected financial statements.
- current [public liability](#) and professional indemnity insurance policies
- have failed to comply with the terms and conditions of any previous funding agreement or sponsorship from City of Melbourne.



1. Read the guidelines
2. Plan and gather information for application
3. Complete and submit online application via SmartyGrants



**CITY OF MELBOURNE**

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## City of Melbourne

Welcome to City of Melbourne's portal for grants and sponsorships.

Grants and sponsorships help recipients deliver quality programs, events, products and services which are of great benefit to Melbourne and Melburnians alike and which bring a wide range of social and economic returns to the city.

We have a strong commitment to accessibility, encouraging individuals and organisations of all backgrounds and abilities to apply for funding, which aims to support a diverse range of people across the community.

If you have any questions, please contact us Monday to Friday (9am to 5pm) on 03 9658 9658.

### Current Rounds

[2024 Aboriginal Arts Projects](#)

Submissions are now open.  
Submissions close midnight 1 October 2023 (AEST).  
[Find out more about 2024 Aboriginal Arts Projects...](#)

[2024 Community Meals Subsidy](#)

Submissions are now open.  
Submissions close 6:00PM 31 August 2023 (AEST).  
[Find out more about 2024 Community Meals Subsidy...](#)

[Business Event Sponsorship Program 2023-24](#)

Submissions are now open.  
Submissions close 12:00PM 25 September 2023 (AEST).  
[Find out more about Business Event Sponsorship Program 2023-24...](#)



### Purpose and expected impact of the event (50%)

- Explain the purpose for the event.
- Mention the target audience.
- Outline the main ways the event supports the program objectives.
- Include the expected impacts or benefits of the event – in terms of economic, social and/or environmental benefits for the City of Melbourne.
- Mention specifically if your event includes collaborations with other businesses or organisations in the City of Melbourne.



## Purpose and expected impact of the event (50%)

Further information on how City of Melbourne aligns to your projects impacts and benefits can be sourced from:

- Council Plan 2021-25
- Economic Development Strategy 2031
- and the United Nations Sustainable Development Goals



## Quality and viability of the event (50 per cent)

- Demonstrate that your event is well researched and planned
- 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.

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







## **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.

## **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.

## Program information

Business Funding team

Monday to Friday 8.30am to 5pm

03 9658 9658

[businessfunding@melbourne.vic.gov.au](mailto:businessfunding@melbourne.vic.gov.au)

## Technical assistance

The [SmartyGrants support desk](#) is open 9am to 5pm Monday to Friday

03 9320 6888

[service@smartygrants.com.au](mailto:service@smartygrants.com.au).

# Previous recipients





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