

CITY OF MELBOURNE BUSINESS EVENT SPONSORSHIP

BUSINESS EVENT SPONSORSHIP PROGRAM GUIDELINES

Overview

The Business Event Sponsorship Program provides funding to support businesses and individuals hosting business events such as conferences, showcases, workshops, seminars and networking functions. Funding is open to businesses and organisations planning to hold business events within the City of Melbourne municipality.

Melbourne is one of the most connected cities in the world, where collaboration is second nature and innovative start-up, business and education sectors thrive as a result. The Business Events Sponsorship Program aims to deliver on our Council plan objectives by focusing on driving economic recovery and creating the conditions for a strong, adaptive, sustainable and thriving future city economy.

The Business Events Sponsorship Program also aims to support events that bring people together to facilitate business connections and networking, provide capability building and knowledge sharing opportunities whilst enhancing Melbourne's reputation as a city of possibility.

This grant program will open on 18 October 2021 and close on 19 November 2021. Events for this program must be delivered before 30 June 2022.

Program Objectives

The program provides support to organisations and individuals delivering business events in line with the City of Melbourne's objectives. The business event must:

- Provide coordinated support for Melbourne's innovation, entrepreneurship and startup ecosystem through diverse business and industry innovation events to encourage business development and capacity building.
- Enhance the profile and reputation of Melbourne's knowledge economy by stimulating the business events industry with innovative events that foster a cohesive, smart community.
- Increase economic impact for the city, drive reactivation and stimulate recovery from COVID-19 by attracting people to Melbourne and promoting the city as a great destination to do business, study and live.

Event Delivery

An in-person event is a "live" event run at a physical location with a street address where attendees and delegates attend in person. The in-person component could include a live audience, speakers / talent and production / logistics crew to enable the event delivery.

Events that are delivered in an outdoor setting will be looked at favourably as event organisers consider COVID-safe settings and scenarios outlined by the Victorian State Government at the time of intended event delivery.

If you are organising a public or a private event in any of City of Melbourne's public spaces, you may need an event permit. Permits ensure public safety and amenity in public spaces and assist in the sustainable management of our parks and gardens.

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Funding

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

Expected number of people to attend (in person)	Funding available
100	Up to \$2,500
101 - 250	Up to \$5,000
251 - 500	Up to \$7,250
501+	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.

Business Event Sponsorship must contribute directly to set-up costs, logistics, venue hire, catering, presenters / speakers, production / audio-visual costs, livestreaming, marketing, delivery and any other event enhancing activities that are additional to the core program.

Operational expenses such as office rental payments, utilities, wages and personal expenses are not funded.

Eligibility

Who is eligible to apply?

The application must:

- Propose to deliver a business event including a multi-day program, conference, exhibition, pitch competition, showcase, demo day, product demonstration, networking, ceremony, awards or meeting of at least 100 people that achieves the program objectives listed above.
- Deliver the business event within the eligibility dates (before 30 June 2022) including demonstrating how any COVID-19 restrictions may impact delivery of the event.
- Deliver the business event 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.
- Demonstrate how the City of Melbourne will benefit from its proposed event (please refer to the City of Melbourne [Council Plan 2021–25](#) and [Economic Development Strategy 2031](#)).
- Demonstrate sustainable business practices in line with the Australian ethical charter.
- Provide evidence of current public liability and professional indemnity insurance policies when requested and maintain these insurances when delivering the event.
- Have no outstanding acquittals or debts to the City of Melbourne or have failed to comply with the terms and conditions of any previous funding agreement or grant from City of Melbourne.

Applicants who do not meet the eligibility requirements or do not provide the relevant documentation will not be considered.

Who is not eligible to apply?

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The program will not support applications:

- Where the event is already funded by another City of Melbourne grant or sponsorship.
- From political organisations or that have a political purpose.
- From government departments, agencies of government departments, foundations or grant making bodies.
- That have a primary focus on fundraising or are 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).

How to Apply

Apply online

Applications for grants 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.

Key Dates

- Applications open on Monday 18 October 2021 at 9am.
- Applications close on Friday 19 November 2021 at 11.59pm.
- The assessment period is from 22 November to 31 December 2021.
- All applicants will be notified of the outcome of their application in January 2022.
- Events to run as proposed before 30 June 2022.

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. Arrange relevant permits / permissions you might require
5. Allow ample time to complete and submit your application before the closing date and time:
 - a. Complete all questions and upload supporting documents.
 - b. Late applications will not be accepted.
6. Submit only one application per event.
7. On submission, you will receive an electronic reply acknowledging receipt from SmartyGrants. Once you have submitted your application, no further editing or supporting materials will be accepted.

Support Material

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Support material is a critical part of your application and reviewed as part of the assessment process.

Applicants should consider quality of support material over quantity, only including material that is relevant and strengthens their proposal.

Support material may include:

- proof of the event being located in City of Melbourne municipality
- certificates of currency
- 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
- evidence of diversity of participants.

Assessment Criteria

Applicants will be assessed against the following:

1. Purpose and quality of the event
<ul style="list-style-type: none">• Demonstrate the merit of the event by describing the concept, rationale and benefits.• Demonstrate how the event will support the business community and contribute to building Melbourne's innovation and knowledge ecosystem.• Ability to align with City of Melbourne's strategic objectives.
2. Participation and inclusion
<ul style="list-style-type: none">• Outline the opportunities for knowledge sharing, capability building and business networking.• Demonstrate positive economic impact to the city through supporting key industries.
3. Financial viability and previous experience
<ul style="list-style-type: none">• Provide a realistic budget, timeline and program to deliver the event.• Demonstrate past experience in delivery of similar events.
4. Benefits to the City of Melbourne
<ul style="list-style-type: none">• Deliver ecosystem building and economic benefits for the City of Melbourne.• 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.

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5. Ethical and other considerations

- Demonstrate sustainable and ethical business practices and alignment with Council's policies including the [City of Melbourne Sustainable Event Guide](#).
- Demonstrate alignment with the [United Nations Sustainable Development Goals](#).

Assessment Process

Applications are assessed on their eligibility and ability to deliver on the program objectives. Only the strongest applications receive funding through a competitive, merit-based assessment process. Ineligible applications will be withdrawn from the assessment process.

- Applications are assessed against the criteria in a competitive process.
- Staff from City of Melbourne check applications to establish that all eligibility criteria are met.
- Applications are evaluated by an assessment panel consisting of City of Melbourne officers.
- 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 utilised 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 are final. Unsuccessful applicants are eligible to re-apply in future funding rounds in accordance with the grant guidelines.
- All applicants will be notified of the result of their application in writing.
- The applicant names, project names and funding amounts of recommended / successful applicants will be made publicly available, including publication on Council's website and in Council media releases.

Lobbying

Canvassing or lobbying of Councillors, employees of the State Government or City of Melbourne 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.

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.

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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 grant 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 report and acquit the proposal. Reports provide valuable feedback to the Council on the success of the proposal, in relation to the agreed outcomes, performance measures and any lessons learnt. Reports are confidential, however applicants are advised a short summary of the report will be shared in reports to Council. Final reports must be submitted no later than four weeks after the agreed completion date of the proposal as stated in the funding agreement unless otherwise agreed.

Terms and Conditions

Applicants are required to comply with the following terms and conditions:

- Successful applicants must sign a funding agreement or letter of 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.
- The City of Melbourne will not be responsible for shortfalls in project budgets if the grant recipient is unable to meet project costs.
- Successful applicants must provide a final acquittal.

Additional Information

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](#).

Additional benefits (non-funding)

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

- Lord Mayor or Councillor speech

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- City of Melbourne staff involvement with workshops or panels
- [WhatsOn](#) and other marketing materials.

Environmental sustainability

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

Assistance Available

Telephone and email enquiries

Businesses are encouraged to contact a Council Officer to discuss any specific needs or additional support that may be required to complete and submit an application.

Call 03 9658 9658 or email businessfunding@melbourne.vic.gov.au.

Technical Support

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

- 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 8710 or 03 9658 8874
- Speak & Listen users phone 1300 555 727 then ask for 03 9658 8710 or 03 9658 8874
- Our multilingual information telephone service offers assistance to people from a non-English speaking background. Visit [Translation services](#).

