

F&CE Application form \$1,001-\$10,000 2024-25

Form Preview

Introduction

Welcome to the **Festival and Cultural Event Sponsorship Application Form** for applications requesting between \$1001-\$10,000.

- Please read the Guidelines of this sponsorship before completing your application. The Guidelines can be viewed by [clicking here](#).
- Please note that most fields in this form are mandatory and if not completed your form will not be able to be submitted. An error message will highlight which fields require completion.

*For the purpose of sponsorship, Council's definition of a **Festival or Cultural Event (Event)** is a public occasion for celebration and/or a gathering in the community. The occasion will typically celebrate an **artform** (visual, performing, music etc.), an **identity** (cultural background, sexuality or social group) and/ or a **precinct** (focus is on an area or location). It will encourage audience participation, experience and creativity; build community spirit, belonging, pride and a sense of place.*

Office use only

This question is read only.

Organisation Details

* indicates a required field

Organisation Name *

Organisation Name

Applicant Contact Person *

First Name

Last Name

Applicant's Position

Organisation Address *

Address

Address Line 1, Suburb/Town, State/Province, and Postcode are required.

Phone Number *

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Must be an Australian phone number.

Email Address *

Must be an email address.

Website

Must be a URL.

Social URLs *

List out your social media URLs if available (Facebook, Instagram, Twitter, YouTube etc.)

ABN Confirmation

If your organisation does not have an ABN you are required to provide an ATO 'Statement by Supplier' form ([download here](#)).

Does your organisation have an ABN? *

Yes

No

Attach Statement by Supplier form (if required) *

Attach a file:

Statement by Supplier form available on the ATO website - <https://www.ato.gov.au/>

Organisation ABN *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

| Information from the Australian Business Register | |
|---|----------------------------------|
| ABN | |
| Entity name | |
| ABN status | |
| Entity type | |
| Goods & Services Tax (GST) | |
| DGR Endorsed | |
| ATO Charity Type | More information |
| ACNC Registration | |
| Tax Concessions | |

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Main business location

Must be an ABN.

Bank Account Details

* indicates a required field

All payments through Festivals and Cultural Events Sponsorship Program are made by electronic funds transfer (EFT) transactions to your organisation's nominated Bank Account.

If sponsorship funding is approved, you will receive a notification letter and an Invoice/ Tax Invoice to raise the sponsorship payment. Please provide your organisation's general operating account (not a sub-account).

It is recommended that you consult with your Treasurer to confirm account details. It is important that the correct account details are supplied to Council at the time of application. Any variation in BSB or bank account number from the submitted application will result in delays while new details are confirmed prior to payment being made.

BSB Number *

BSB Number (must be six digits)

Name of Bank *

Account Name *

The organisation's account number *

Must not be an individual, maximum 9 digits

Email address (for payment remittance advice) *

Please provide an organisational email address (e.g. accountspayable@yourclub.org.au) rather than a specific personal address.

Event Details

* indicates a required field

What is the name of your Event? *

What is the concept of your Event? *

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Word count:

Provide a short description of your Event (100 words recommended)

What are the goals and objectives of your Event? *

Word count:

Start Date *

Must be a date.

End Date *

Must be a date.

What is the location/s of your Event? *

Please include Park Name, for example: "Fake Park" 123 Fake Street, Brisbane 4000

Has the location/s been booked? *

Which Ward is your Event taking place in? *

Visit [Electoral Commission Queensland](#) to find out your ward

Estimated audience attendance? *

Must be a whole number (no decimal place).

Please provide an explanation on how these numbers have been calculated. *

Who is your target audience? *

Provide demographic information including community and cultural groups, local, national and/or international audiences if possible

What is the entry/ticket price for guests to attend or participate? *

If no charge, indicate as free

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Is this the first time you are running this event? *

Yes

No

If no, summarise the success of previous events *

Alignment with Brisbane Vision 2031

[Brisbane Vision 2031](#) is Brisbane City Council's long-term community plan for the city. It details the aspirations for our city's future and outlines ideas for achieving this vision.

Council developed eight programs to implement our Corporate Plan and over time help achieve the Brisbane Vision.

Brisbane Vision themes

- | | |
|--|--|
| <input type="checkbox"/> Our accessible, connected city | <input type="checkbox"/> Our New World City |
| <input type="checkbox"/> Our active, healthy city | <input type="checkbox"/> Our smart, prosperous city |
| <input type="checkbox"/> Our clean, green and sustainable city | <input type="checkbox"/> Our vibrant, creative city |
| <input type="checkbox"/> Our Friendly, safe city | <input type="checkbox"/> Our well-designed, subtropical city |

Please describe how your sponsorship achieves those themes. *

Only describe the themes that you ticked above and are relevant to your Event.

Does your initiative align with any of the five pillars of Council's 'A City for Everyone: Inclusive Brisbane Plan 2019-2029'?

Please tick any relevant items that align with your initiative.

- Pillar 1 Travel: Brisbane is a city where everyone moves around safely and easily.
- Pillar 2 Work: Brisbane is a city where everyone benefits from a strong economy.
- Pillar 3 Live: Brisbane is a city where everyone can live and relax.
- Pillar 4 Enjoy: Brisbane is a city where everyone can enjoy exciting lifestyle and leisure opportunities.
- Pillar 5 Connect: Brisbane is a city where everyone feels they belong and can have their say.

If you are planning to run a public event, please refer to Council's [Event Accessibility Guidelines](#) to ensure your event is as accessible as possible for people of all abilities.

Sustainability

As part of its commitment to sustainability, Council has banned the use of single-use plastic drinking straws and will phase out helium balloons and single-use plastic bottles in all Council operations. We encourage Council-sponsored events to do the same.

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Are you able to support this with your initiative? *

- Yes
- No

Funding

* indicates a required field

Expenditure

Clearly itemise all project expense items in the table below.

Identify specific items - e.g. catering by group/supplier". DO NOT USE general descriptions like - 'Contribution to event', 'sponsorship', or 'donation'.

Minimum funding \$1001 (ex GST) | Maximum funding \$10,000 (ex GST)

Click 'save' to update the total budget amount calculation

Please note: Brisbane City Council is committed to the reduction of single-use plastics. Sponsorship funding should not be used towards the purchase of single-use plastic items such as single-use plastic water bottles, plastic straws or helium balloons.

| Item description | \$ GST exclusive |
|--|---|
| Only include items for which sponsorship funding is sought | Must be a dollar amount and no more than \$10,000 in total. |
| | \$ |
| | \$ |
| | \$ |
| | \$ |
| | \$ |
| | \$ |
| | \$ |
| | \$ |
| | \$ |

Total Sponsorship Amount sought

\$

This number/amount is calculated.

What is the total financial support you are requesting in this application?

Additional financial information for the Event

Please upload your full budget *

Attach a file:

Attach a full budget for your Festival or Cultural Event including all estimated income and expenditure, including any in-kind support and other sponsorships.

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Have you previously received Council funding for this Event? *

If yes, please explain what support you have received e.g. previous Council sponsorship

Have you approached other areas of Council for funding for this Event? *

This includes Councillors and subsidiaries of Council such Brisbane Economy Development Agency. If yes, please explain who you have approached and the outcome of these discussions. If no, do you intend to approach any other areas?

If there are other sponsors, including government bodies, please outline their level of involvement.

e.g. State Government sponsorship valued at \$5000

Standard Benefits

Council will expect the below minimum benefits to be offered. Please tick each benefit you can provide.

These benefits will form part of your Sponsorship Agreement with Council if successful. Applicants must then comply with Council's brand guidelines which will be provided.

If you are unable to offer the below, please propose a suitable replacement that is equivalent in nature.

Between \$1,001 - \$5,000

The benefits I can offer:

- Council brand acknowledgement on marketing collateral (e.g. posters, flyers, banners, event signage, e-newsletters, digital promotions, advertising)
- Council brand acknowledgement on website including click-through to Council website (unless deemed unsuitable by Council)
- Council banners displayed at the event (or equivalent on digital signage)
- Speaking opportunity/official invitation to the Lord Mayor or delegate
- Opportunity for collateral distribution
- Evaluation report provided to Council

Between \$5,001 - \$10,000

The benefits I can offer are:

- Council brand acknowledgement on marketing collateral (e.g. posters, flyers, banners, event signage, e-newsletters, digital promotions, advertising)

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- Council brand acknowledgement on website including click-through to Council website (unless deemed unsuitable by Council)
- Council banners displayed at the event (or equivalent on digital signage)
- Speaking opportunity/official invitation to the Lord Mayor or delegate
- Opportunity for collateral distribution
- Social media acknowledgement (minimum two posts, including input from Council on wording and click through)
- Opportunity for a joint media release
- Invite to the launch/VIP event (where available)
- Photography/videography post-event, available for Council use
- Evaluation report provided to Council

If you are unable to offer the above, please propose a suitable replacement that is equivalent in nature (optional)

no website but can offer two (2) social posts

Are you able to offer additional benefits that are not listed above? (optional)

If you are able to provide additional benefits, please provide details such as types and quantity of materials produced (e.g. 1000x flyers via letterbox drop, 100x posters at local shopping mall), social media (e.g. reach and the number of posts you can commit to acknowledging Council). etc.

Attachments and Certification

* indicates a required field

Attachments

Please upload any additional attachments as part of your application (optional)

Attach a file:

Insurance

If your application is successful, you will be required to take out the relevant insurance for your sponsorship.

- Public liability insurance, with an insurance company approved by Council, with a limit of indemnity of not less than \$20 million per occurrence.
- Worker's compensation insurance as required by the laws of Queensland.
- Any other insurance as may be required under any Legislative Requirement or by Council, or that a reasonable person would effect and maintain having regard to the nature of the sponsored activity.

Do you agree to take out the relevant insurance for your event if your application is successful? *

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Yes

If you already have insurance for your event, please upload here (optional)

Attach a file:

Declaration

The following section confirms your organisation's endorsement of this registration form. It should be completed by the **Chair, President, Chief Executive or Director**.

- I certify that, to the best of my knowledge, the statements made in this application form are true and correct.
- I understand that for Brisbane City Council to approve funding, I will be required to accept the terms and conditions as set out in the Sponsorship Agreement and I will be required to comply with those terms and conditions including any Brisbane City Council audit requirements.
- I consent to the information contained within this registration form being disclosed to or by Brisbane City Council for the purposes of assessing, administering and monitoring the Brisbane City Council sponsorship agreement.
- I acknowledge that Brisbane City Council is or may be collecting my personal information for the purposes of administering and monitoring my funding in accordance with the Sponsorship Agreement. Any personal information collected by Brisbane City Council will be kept in accordance with [Brisbane City Council's privacy statement](#).

Name of certifying representative *

First Name

Last Name

Position in organisation *

Date Certified *

Must be a date.