

EVENT SPONSORSHIP PROGRAM -
2014/2015 - ROUND 1

	Event Name	Category	Date	Organisation	Venue	Estimated Economic Impact	Investment per \$1 if Funded by COB	Total Budget	Funding Request	Media Spend/Value	Previous CoB Funding	Category	Funding Application Score /100	MERG Recommendation	Officer Comment
1	Busselton Spring Running Festival (MYA 2014,2015,2016)	Sport	10-12 October 2014	R2R Sports	Busselton Foreshore	\$ 425,500	\$60	\$65,000	\$15,000	\$10,000/\$15,000	\$15,000	high economic impact	77	\$7,000	The City is working with the event organiser to grow this event . Competitor numbers were down in 2013 due to an AFL final and severe weather. Later date will allow for a greater number of visiting competitors. 3 year sponsorship.
2	City of Busselton Half (former Jets Half Marathon & Community Fun Run) (MYA 2015,2016,2017)	Sport	7 February 2015	R2R Sports	Busselton Foreshore	\$ 397,000	\$200	\$43,000	\$5,000	\$3,000/\$6000	\$3,000	high economic impact	77	\$2,000	An annual event which is growing in numbers to over 1,000. Officers would rather reduce funding for this and allocate some to the new Meelup half marathon
3	Rally by the Seaside	Cultural	22-27 September 2014	Model A Ford Restorers Club of WA	Busselton Foreshore (car display) and Busselton surrounds	\$ 1,290,000	\$515	\$181,000.00	\$10,000	\$34,500/\$500,000	New Event	high economic impact	78	\$2,500	This is off event which will have a high economic impact on the City even though it is on the long weekend at the end of September. Similar level of sponsorship as Cadillac rally last September
4	Busselton Festival of Triathlon (Volunteer Program)	Sport	30 April - 3 May 2015	Triathlon WA	Barnard Park	\$10,800,000	\$1,600	\$1,400,000	\$8,500	\$496,600/\$426,600	\$7,500	high economic impact	87	\$6,750	Triathlon WA attract over 3,000 competitors and up to 10,000 visitors to this growing event. The organisers don't attach as much sponsorship from Eventscorp for this event so sponsorship of the volunteer program is paramount to the success of the event.
5	Sunsmart Ironman Western Asustralia Busselton	Sport	5-8 December 2014	Busselton Chamber of Commerce and Industry	Busselton Foreshore and surrounds	\$12,700,000	\$2,025		\$17,500		\$193,000	high economic impact	78	\$6,250	The City is sponsorship this event with \$189,400, plus funding the widening of the North Ludlow Road for 12 months at a cost of \$63,500.
6	Port Geographe Thunder on the Bay Offshore Racing Carnival	Sport	31 October - 3 November 2014	Port Geographe Aquatic Events in association with the Western Australian Speed Boat Club	Port Geographe Marina	\$ 530,000		\$98,858	\$15,000	\$7,500/\$22,500	New Event	new/one off	77	\$0	New jet boat racing event - Port Geographe and Marina in October. Could potentially generate a significant amount of economic impact and is an exciting new water sport for the bay. Recommend supporting this event in 2015.
7	Geographe Bay Tasar World Championship 2015	Sport	2-9 January 2015	Tasar Association of Western Australia	Geographe Bay Yacht Club	\$ 1,593,750	\$105	\$216,800	\$30,000	\$29,500/\$38,500	New Event	new/one off	80	\$14,700	This is the first international sailing regatta for Geographe Bay that City staff have been working with the event organisers for two years. They didn't receive Eventscorp funding so have a a major shortfall in their budget.
8	Margaret River Region Open Studios	Cultural	4-19 April 2015	Margaret River Region Open Studios Inc.	Multiple venues	\$ 330,000		\$190,000	\$10,000	\$3,000/\$50,000	New Event	new/one off	59	\$0	recommend that apply for a donation for \$500 through Corporate Governance Sponsorship budget.
9	Wise Winery Half Marathon	Sport	19 April 2015	R2R Sports	Wise Winery and Meelup Regional Park	\$ 120,000	\$50	\$29,000	\$5,000	\$2,500/\$5,000	New Event	off peak	77	\$2,500	Seed funding required to sponsor this new half marathon which will showcase Meelup Regional Park.
10	Busselton Foreshore Polo	Sport	End April 2015	Swan Valley Polo Club	Barnard Park or similar	\$ 165,000		\$45,000	\$30,000	\$4,000/\$8000	\$30,000	off peak	59	\$0	The 2014 event showed little return to the city for the amount of investment this year. And we can not guarantee a playing ground in 2015 due to the redevelop of Barnard Central with sports standard turf.
11	Australia Day Ceremony (Dunsborough)	Community	26 January 2015	Dunsborough and Districts Progress Association	Dunsborough Foreshore	Nil	Nil	\$1,000	\$1,000	Nil	New Event	off peak	75	\$1,000	Similar event to the Busselton and Geographe Rotary Breakfast and Ceremony.
12	Aussie Nash Hash Busselton 2015	Sport	5-8 March 2015	Aussie Nash Hash Busselton 2015 Inc.	Churchill Park	\$ 1,066,000	\$355	\$366,000	\$20,000	\$10,000	New Event	off peak	80	\$3,300	A national event that will attract hundreds of interstate visitors and the economic spend will be high. However most of their costs are covered in registrations and other fees.
13	Dunsborough SongFest (MYA 2014, 2015, 2016)	Cultural	7-9 November 2014	Dunsborough and Districts Progress Association	Various venues Dunsborough	\$ 50,000	\$15	\$153,890	\$3,000	\$750/\$2,500	\$3,000	off peak	78	\$3,000	This is a popular local music workshop event which has great potential. It does bring singers to Dunsborough over that weekend. 3 year sponsorship
14	British Auto Classic	Cultural	1st or 2nd Sunday of April 2015	The Western Australian Rover Owners Club SW Branch	Railway Reserve	Nil	Nil	\$1,000	\$500	\$250	\$0	annual	30	\$0	Recommend that apply for a donation for \$500 through Governance funds.
15	City of Busselton Meelup Beach Dash	Sport	22 February 2015	West Coast Dinghy Racing Club	Busselton Jetty (in front of the Goose)	\$ 8,000	\$3	\$1,500	\$500	Nil		annual	64	\$0	recommend that apply for a donation for \$500 through Governance funds.
16	Australian Junior Surfing Titles 2014	Sport	30 November - 7 December 2014	Surfing WA	Yallingup Mainbreak & surrounding surf breaks	\$ 1,235,000	\$50	\$125,000	\$25,000	\$30,000/\$500,000	New Event	approved	87		Already approved by Council on 14 May and funds allocated in 2014/2015 budget.
\$156,000														\$49,000	\$0

CONSIDER

MAY CONSIDER

DON'T CONSIDER

	\$24,500
	\$14,700
	\$9,800