

# Event Sponsorship Expression of Interest

## Form Preview

### Expression of Interest

A streamlined way for us to hear about community events

Your EOI will be assessed based on how your event will:

- 1.maximise community benefit
- 2.address real issues, and;
- 3.most meaningfully impact Swan residents

If your EOI fits the above priorities, and indicates that you're capable of delivering on your ideas, then we will ask you to complete a full application. **It will take around 21 days from your EOI submission date for us to confirm whether we'd like you to submit a full application.**

Before you proceed - quick check!

#### **We can't usually fund events that:**

- Have already started or already happened
- Will start within the next 10 weeks
- Mainly benefit people outside the City of Swan
- Request funding for ongoing business or operational costs (e.g. wages, rent)
- Include a capital purchase over \$5,000
- Require everyone to pay to participate
- Duplicate a service already provided by government
- Have already received a City of Swan grant for the same project
- Promote or seek to influence political or religious views
- Involve lobbying politicians, government bodies or councillors
- Include charitable fundraising without a valid Charitable Collections Licence
- Mainly benefit a business or commercial interest

Tick any that apply and we can discuss options, alternatives, and whether our grant program is the right fit.

Quote this code when contacting us about your EOI.

#### **Application Code**

This field is read only.

Quote this whenever chatting with us about this grant.

### Privacy Notice

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We pledge to uphold your rights to privacy under the [Australian Privacy Principles](#) and the *Privacy and Responsible Information Sharing Act 2024*. We only store your information as it relates to this grant application. If you have supplied personal phone numbers or emails in this form, please be aware it will be shared with internal City of Swan assessors who are also beholden to the above Principles and Act. Do not share personal information if you do not consent to it being shared among internal City of Swan staff.

### Let's start with an introduction!

\* indicates a required field

Who's filling in this form?

Title	First Name	Last Name
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How can we reach you?

**Best phone number \***

Must be an Australian phone number.

**What's your role in this project? \***

E.g. Fundraising officer, Business owner, Project Lead, Treasurer, Head coach etc.

**Best email address \***

Must be an email address.

What organisation is leading this project?

**Organisation Name \***

Organisation Name

This is the 'entity' you are applying as. Enter your Auspice info here if you're working with one.

**Organisation Website**

Must be a URL.

**What kind of entity is this organisation? \***

- Incorporated association  
 Other NFP structure

- Sole trader  
 Other:

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Business

**Is this organisation Auspicing this project? \***

- Yes  
 No

[Contact us](#) if you are not sure how to answer this question.

## Project stage

**What stage is your project at? \***

- Early idea  
 Planned, but not confirmed  
 Ready to deliver

## Tell us about your event

\* indicates a required field

**Title \***

Must be no more than 15 words.

Provide a short but descriptive name for your project.

**Describe your event in one sentence. What are you planning to do? \***

Must be no more than 60 words.

E.g. This event offers the Aveley and greater Swan community a free, interactive and thrilling self-guided theatre experience that incorporates educational materials developed through partnerships with local subject matter experts.

**Tell us the main outcomes you expect in one sentence. What will change because of your event? \***

Must be no more than 60 words.

E.g. This event will activate local parklands, uniting the local community over a memorable bonding experience that harness play-based learning to teach local heritage, culture and environmental sustainability.

**How many people will your event impact? \***

Must be a number.

**Explain how you've calculated this number: \***

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E.g. attendees + people connected to those attendees who are impacted + viewers you intend to reach with your content

## List the ways you will measure the impact of this event: \*

Think tools you might use to document or measure the changes your project will bring about. e.g. surveys, clicks/engagement, behaviour change, focus group, evaluation frameworks.

## Where do you want to run the event? \*

Address

  

Suburb/Town State/Province Postcode Country

Town Province

Must be an address in or near Swan. It's ok if this is not yet locked in - please note that EOI or application for a grant is not the same as booking a Swan venue - this must be done separately, and well ahead of time - read more [here](#)

## When do you want this to happen?

If this is a one-day event, put the same date in each box.

Start Date \*

Must be a date.

End Date \*

Must be a date.

## Planned activities and partners

### What are the planned activities? \*

Word count:

Must be no more than 200 words.

List (bullet points) the specific activities that will take place.

### List any project partners below.

Word count:

Who have you worked with to plan this project? Who will you work with to deliver and/or evaluate it?

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## Capability and suitability

\* indicates a required field

Tell us about your ability to make this event happen.

**Why is your organisation best placed to deliver this event to high standards of quality and safety? \***

Word count:

Must be no more than 200 words.

Include information that will give us confidence that you can deliver on your goals. E.g. Previous projects, professional experience, project partners who will help make this happen. Go to the SmartyGrants [Answers Bank](#) if you need some ideas about how to frame your response.

If you have evidence that demonstrates your event planning, upload it here.

Attach a file:

If you have evidence demonstrating your capability and suitability, upload it here.

Attach a file:

## Project Budget

\* indicates a required field

Got a working budget document? Upload it here.

**As this is an EOI and not an application, it's ok if this is a draft document subject to change.**

Attach a file:

## Budget Summary

**How much are you planning to formally request in Swan funding should you be invited to submit a full application? \***

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Must be a dollar amount.

## List the budget items you hope to pay for with Swan funding: \*

Broad categories are sufficient - e.g. "catering, marketing and equipment hire"

## Total Project Expenditure \*

Must be a dollar amount.

This is the estimated cost for your whole project, not the amount you want to ask for in Swan grant funding.

## Will any part of this event generate income? \*

Yes  No  Maybe

Examples could be a fundraiser, ticket sales, participant fees or gold coin donations.

## Income details

### Which parts of this event will bring in income? \*

### How much income do you expect to generate? \*

### How will that income be spent, whether during this project or in the future? \*

## Other contributions

The Swan grants program is a complementary grants-giver, so seeking funding and input from other sources is encouraged. We also generally expect applicants to make their own contributions to projects.

## Are you applying for funding from other grants-givers or philanthropic sources? \*

Yes  No  Maybe

We are a complementary grants-giver for requests over \$2K, so seeking funding and input from other sources is encouraged.

## If you answered 'Yes' or 'Maybe' above, let us know brief details of other funding approaches you are planning or engaged in:

## Does your organisation plan to contribute financially to this event? \*

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Yes

No

Maybe

**If you answered 'Yes' or 'Maybe' above, briefly describe the financial contribution you are planning**

**There may be non-financial forms of support you plan to contribute or source for this event. These are referred to as 'In-Kind' contributions. List any you plan to contribute yourself or request from partners below:**

In-Kind contributions are the non-monetary goods or services supporting your project. Think project-related staff hours, volunteer hours and borrowed or donated items, equipment or advice.

## Certification and Feedback

\* indicates a required field

### Certification

**I certify that to the best of my knowledge the statements made within this Expression of Interest are true and correct, and that all project partners and relevant internal team members are aware of the proposed activities.**

**I agree \***

Yes

### Optional Feedback

**How many minutes in total did it take you to complete this EOI?**

Estimate in minutes i.e. 1 hour = 60

**Name any challenges, concerns or compliments you have for this EOI process.**

Word count:

Must be no more than 100 words.

**Head to the next page to review and submit your EOI.**

Remember, this is not a grant application - we will assess this EOI against our priorities and let you know if you're invited to apply for a grant within 3 weeks of receiving your EOI.

Submissions to the grants program are not the same as [venue bookings](#) and [event approval applications](#) - you need to complete these separately, well ahead of your project start dates. Funding applications for events will not be approved for payment until event approval has been confirmed.

