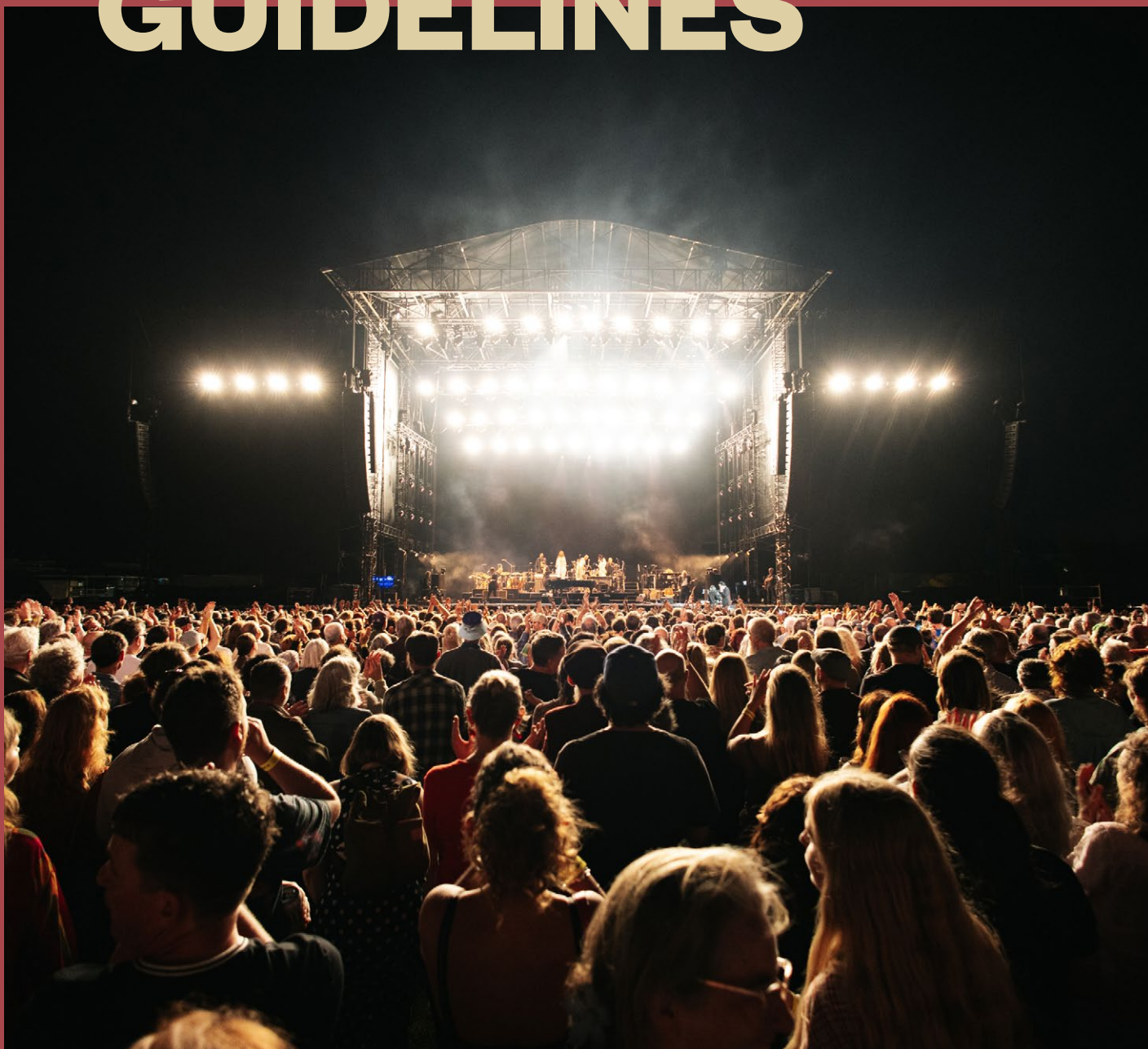


EVENT SPONSORSHIP GUIDELINES



**THIS IS
FREMANTLE**



The City of Fremantle acknowledges the Whadjuk people as the Traditional Owners of the greater Walyalup area, we respect their spiritual relationship with their country, and we recognise their cultural and heritage beliefs are still important today.

THE CITY'S ASPIRATION

The City of Fremantle is dedicated to fostering a vibrant, socially connected, and economically prosperous community.

Our goal is to support initiatives that enhance Fremantle's unique cultural identity, promote inclusivity, and drive sustainable growth. Through event sponsorship, we aim to create opportunities that enrich community life, celebrate diversity, and position Fremantle as a premier destination for both residents and visitors.





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INTRODUCTION

Welcome to the City of Fremantle's Event Sponsorship Guidelines.

Our vibrant and culturally rich city thrives on events that bring people together, celebrate diversity, and boost our local economy. Fremantle is renowned for its eclectic mix of cultural festivals, music events, and community gatherings that reflect our unique heritage and innovative spirit.

This guide provides an overview of our sponsorship programs, eligibility criteria, and application processes. We are committed to supporting events that align with Fremantle's strategic vision of being a liveable, inclusive, creative, and resilient city.

Join us in making Fremantle a hub of activity, culture, and community spirit.

EVENT APPROVAL REQUIREMENTS

Event or project organisers planning to use public land within the City of Fremantle municipality must secure a confirmed booking and submit an application through the Events team before applying for a grant. To discuss availability, hire fees, and permit requirements, please contact the Events team.

CONTRIBUTION TYPE

Funding support may be provided through access to City venues, facilities and services (in-kind support), and in some circumstances may include a financial contribution. The type, value and combination of support provided will be determined by the City. Any in-kind support will form part of the total funding package and will be assessed and awarded at the City's discretion.

SPONSORSHIP SUPPORT

The City's preferred approach to sponsorship is the provision of in-kind support, such as venue access, City services and fee waivers, to help reduce event delivery costs. Financial contributions may be provided where considered appropriate. All sponsorship requests are assessed against the program criteria, available resources and City priorities, with the final sponsorship package determined at the City's discretion.

ENGAGEMENT OF LOCAL SERVICES AND SUPPLIERS

Events are encouraged to prioritise the use of local Fremantle businesses, suppliers and services wherever possible. This includes sourcing goods, catering, equipment, and professional services locally to strengthen the local economy, support small businesses, and enhance the authenticity of community events. Preference will be given to applications that demonstrate a commitment to engaging local vendors and contributing to the vibrancy and sustainability of Fremantle's business community.

SNAPSHOT OF FREMANTLE 2025-26*

1.28 million
VISITORS PER YEAR*

Domestic and international
visitors per year.

400,000+
EVENT ATTENDEES*

Hosted across City owned venues.

86
SPONSORSHIPS

Events and bookings sponsored
in the financial year.

\$277,257
IN SPONSORSHIP VALUE

comprising both in-kind
and financial support.

6
EVENT CATEGORIES

Sponsored events included arts and
culture, sport wellness, community,
music, and festivals.

61
FACILITIES

Facilities available under sponsorship
including parks, halls and public
open spaces.

900
ROOMS AVAILABLE

ranging from hotels, and serviced
apartments available for bookings.

800,000+
VIEWS

Visit Fremantle website views.

68
FILM PERMITS

Across Destination Marketing,
Commercial, and Student projects,
including four major film productions.

*Stats from FY 2025/2026
unless specified otherwise





PROGRAM OUTCOMES

The events sponsorship program supports events that align with Fremantle's strategic goals and enable the following outcomes.



ENHANCE CULTURAL IDENTITY

Showcases the City's rich cultural heritage and creative spirit.



INCREASE TOURISM AND BOOST ECONOMIC GROWTH

Drive economic activity, supporting local businesses, and attract visitors from outside the region, enhancing Fremantle's reputation as a creative hub.



SUPPORT ENGAGEMENT AND APPEAL TO THE WIDER COMMUNITY

Foster social connections by bringing community together, enhancing the quality of life for our residents.



SUPPORTS ACCESSIBLE, INCLUSIVE, AND SUSTAINABLE EVENT PRACTICES.

Align with the City's commitment to making events more resilient by improving environmental sustainability, making them accessible for all community members, and promoting inclusive and broad participation.



SUPPORT INNOVATION AND CREATIVITY

Enable innovative and creative concepts that reflect Fremantle's unique character and progressive values.



SPONSORSHIP ELIGIBILITY

ALL APPLICANTS MUST:

- Apply before the project/activity begins
- Deliver the project within the Fremantle district or demonstrate a clear contribution to the City of Fremantle Strategic Community Plan.
- Be financially viable and capable of delivering the project without ongoing City funding.
- Ensure their organisation/activities align with City values and commitments.
- Not lobby or attempt to influence Elected Members or City staff for current or denied applications (applications will be deemed ineligible).
- Agree to all funding conditions, including acquittal, reporting and recognition requirements (where applicable).
- Applicants must disclose any current or pending City grant funding, sponsorships, fee waivers, rates concessions or other in-kind support relevant to the applicant organisation or proposed project.
- Applicants may not receive cash funding for the same project from more than one City funding program in the same financial year.
- Applicants may hold no more than one active cash funding agreement within the same funding tier at any one time (excluding rates concessions), unless otherwise approved by the City.

Along with the above each Sponsorship category will have its own specific criteria.



SPONSORSHIP CATEGORIES

COMMUNITY EVENT SPONSORSHIP

Community Event Sponsorship supports events, programs and activities that deliver meaningful cultural and social benefits within Fremantle's communities and are accessible to all through free or low-cost participation. These initiatives contribute to community wellbeing by supporting local event organisers, creatives and community-led activities, encouraging broad participation, fostering connection, and strengthening engagement across diverse audiences.

Priority is given to activities that are locally delivered, inclusive in design, and provide opportunities for the community to come together in shared public spaces.

In addition to the general criteria outlined on page 7, the following criteria will be used to assess Community Event Sponsorship applications.

ENGAGE CULTURAL IDENTITY

- **Cultural diversity** – Delivers local events, programs or activities that cater to a wide range of ages, abilities and backgrounds, ensuring accessibility, inclusivity and broad community participation.
- **Brand alignment** – Provides positive exposure for the City of Fremantle's brand and image at the local and regional level, reinforcing Fremantle's identity as a welcoming, creative and community-focused city.

SUPPORT ACCESSIBLE, INCLUSIVE AND SUSTAINABLE EVENT PRACTICES

- **Inclusive and accessible** – Demonstrates a clear commitment to inclusivity and accessibility, addressing physical, social and economic barriers to participation.
- **Social impact** – Delivers positive social outcomes by fostering community connection, wellbeing, social cohesion and a strong sense of belonging.

STRENGTHEN COMMUNITY CONNECTION AND LOCAL PARTICIPATION

- **Local engagement and participation** – Actively involve local community groups, organisations, artists, creatives or volunteers in event delivery, programming or promotion.
- **Community contribution** – Enhances the vibrancy and wellbeing of Fremantle's communities by promoting participation, shared experiences and opportunities to connect in public spaces.



COMMERCIAL EVENT SPONSORSHIP

Commercial Event Sponsorship supports events, programs and activities delivered for commercial profit that demonstrate a clear economic and visitation benefit to Fremantle. These events attract audiences from outside the Fremantle local area, stimulate increased spending across local businesses, and contribute to the City's profile as a vibrant destination.

Commercial events are expected to provide strong brand benefit through alignment with the City's identity, promotion of place, and activation of public and private spaces that encourage visitation, overnight stays and repeat visitation.

In addition to the general criteria outlined on page 7, the following criteria will be used to assess Commercial Event Sponsorship applications.

INCREASE TOURISM AND BOOST ECONOMIC GROWTH

- **Support for local businesses** – Demonstrates potential to partner with local businesses, drive increased patronage and economic opportunities for local businesses, vendors, suppliers and service providers.
- **Economic impact** – Shows clear opportunities for attendees to spend with local businesses by integrating business engagement initiatives into event planning and delivery.

SUPPORT ENGAGEMENT AND APPEAL TO THE WIDER COMMUNITY

- **Vibrancy and activation** – Demonstrate the event's ability to enhance Fremantle's vibrancy by activating spaces and creating a lively, engaging atmosphere for residents and visitors.
- **Brand alignment** – Provides positive exposure for the City of Fremantle's brand and image at the local and regional level, reinforcing Fremantle's identity as a welcoming, creative and community-focused city.

SUPPORT CREATIVITY AND UNIQUE, ONE-OF-A-KIND EVENTS

- **One of a kind** – Showcases events that are distinctive and unique to Fremantle, contributing to the city's reputation for hosting experiences that cannot be found elsewhere in Perth.
- **Innovation and creativity** – Demonstrate innovation in event concept, programming or delivery, contributing to the evolution of Fremantle's event offering and enhancing its destination appeal.



LARGE AND MAJOR EVENT SPONSORSHIP

Large and Major Event Sponsorship support events, programs and activities that significantly enhance Fremantle's reputation as a vibrant event and festival city and are unique to Fremantle. These events deliver demonstrable economic impact by attracting substantial visitation, engaging local suppliers, producers and service providers, and stimulating the local economy through event-related spending.

Large and major events provide opportunities for local businesses to showcase products and services, form new partnerships, expand customer bases, and benefit from increased exposure before, during and after the event.

In addition to the general criteria outlined on page 7, the following criteria will be used to assess Large and Major Event Sponsorship applications.

ENHANCE CULTURAL IDENTITY

- **Brand alignment** – Provides positive exposure for the City of Fremantle's brand and image at the local, national or international level, reinforcing Fremantle's identity as a welcoming, creative and community-focused city.
- **Support for the annual events calendar** – Demonstrates strong alignment with and contribution to Fremantle's annual events calendar, supporting year-round activation with broad appeal for residents and visitors.

INCREASE TOURISM AND BOOST ECONOMIC GROWTH

- **Support for local businesses** – Assesses the event's potential to generate increased patronage and economic opportunities for local businesses, vendors and service providers.
- **Encouragement of overnight stays** – Evaluates the event's capacity to attract visitors who stay overnight, benefiting local accommodation and hospitality sectors.
- **Economic impact** – Demonstrates anticipated direct and indirect financial benefits to the Fremantle economy as a result of the event.

SUPPORT ACCESSIBLE, INCLUSIVE AND SUSTAINABLE EVENT PRACTICES

- **Inclusive and accessible** – Demonstrates a clear commitment to inclusivity and accessibility, addressing physical, social and economic barriers to participation.
- **Social impact** – Delivers positive social outcomes by fostering community connection, wellbeing, social cohesion and a strong sense of belonging.

SPONSORSHIP TIER REQUIREMENTS

Each tier of Sponsorship includes specific minimum deliverables and expectations appropriate with the level of sponsorship provided across Cash, In-Kind, and Fee Waivers. Details are outlined below.

Requirements	Tier 3 <\$1,000	Tier 2 \$1,001 – \$10,000		Tier 1 \$10,000+		
	Under \$1,000	\$1,001 – \$5,000	\$5,001 – \$10,000	\$10,001 – \$15,000	\$15,001 – \$20,000	\$20,001+
Event profile						
Attracts and engages the local community	✓	✓	✓	✓	✓	✓
Attracts and engages visitors from the Perth Metro area				✓	✓	✓
Attracts and engages visitors from interstate						✓
Under 500 attendees	✓					
501 – 1,000 attendees		✓				
1,001 – 3,000 attendees			✓			
3,001 – 5,000 attendees			✓	✓		
5,001 – 10,000 attendees				✓	✓	
10,001+ attendees					✓	✓
Governance						
Demonstrated previous experience in delivering similar events	✓	✓	✓	✓	✓	✓
Attendees and participant surveys completed post event			✓	✓	✓	✓
Economic Impact data to be collected and reported				✓	✓	✓
Culture and diversity						
Inclusive and accessible event design	✓	✓	✓	✓	✓	✓
Accessibility measures (e.g. accessible facilities, AUSLAN where relevant)	✓	✓	✓	✓	✓	✓
Environmental Impact						
Waste reduction initiatives (e.g. Containers for Change bins, reduced single-use plastics)	✓	✓	✓	✓	✓	✓
Promotion of sustainable transport options (walking, cycling, public transport)				✓	✓	✓

BRAND DELIVERABLES

Requirements	Tier 3 <\$1,000	Tier 2 \$1,001 – \$10,000		Tier 1 \$10,000+		
	Under \$1,000	\$1,001 – \$5,000	\$5,001 – \$10,000	\$10,001 – \$15,000	\$15,001 – \$20,000	\$20,001+
Exclusive Rights						
The City is listed as a naming rights sponsor						✓
Promotion and Advertising						
Logo on all local print and digital advertising	✓	✓	✓	✓	✓	✓
Logo on all state-wide print and digital advertising			✓	✓	✓	✓
Logo in all interstate print and digital advertising				✓	✓	✓
Recognition in media releases				✓	✓	✓
Digital						
Logo and hyperlink on website	✓	✓	✓	✓	✓	✓
Logo/acknowledgement/link on all social media communications and promotions	✓	✓	✓	✓	✓	✓
Logo/acknowledgement/link in digital and EDM campaigns	✓	✓	✓	✓	✓	✓
On Site						
Verbal acknowledgement of the City's support on site	✓	✓	✓	✓	✓	✓
City signage items displayed at the event (supplied by the City)	1	2	2	4	4	6+
Opportunity for the City to be active on site				✓	✓	✓
Other						
Allow the City to use the event's logos and images (photography and videography) in communications and marketing.	✓	✓	✓	✓	✓	✓
Invite key City staff and Elected Members to the event (free events).	✓	✓	✓	✓	✓	✓
An invitation for the mayor to speak at the event (community events only).			✓	✓	✓	✓
Provision of tickets for a Visit Fremantle competition in return for a feature in the Visit Fremantle newsletter.			✓	✓	✓	✓
Include a link on your website to the Visit Fremantle website.				✓	✓	✓

The brand deliverables outlined above represent the minimum expectations for sponsorship recipients. These requirements establish a baseline level of recognition and visibility for the City of Fremantle and ensure consistency across sponsored activities.

Brand deliverables may be negotiated and tailored based on the nature, scale and objectives of the event, the level of sponsorship support provided, and the capacity of the event organiser. Any variations or enhancements to the minimum deliverables will be agreed in writing as part of the sponsorship agreement to ensure mutual benefit and clear expectations for both parties.



BUSINESS ENGAGEMENT

The City of Fremantle's Business Engagement team is available to help you connect with the local business community and maximise your event's impact.

As a dedicated point of contact for Fremantle businesses, our team offers local knowledge, strong on-ground relationships and access to an extensive business newsletter network.

Whether you're seeking to encourage business participation, identify potential partnerships or share opportunities with local traders, we can help you tap into the resources and expertise found in Fremantle's diverse business community.

THIS IS BUSINESS

This is Business is the community business newsletter that features regular call outs for events and business content, including helping local businesses get involved with our events community.

1,200

Industry specific subscribers

MONTHLY
newsletters

QUARTERLY
in person business briefings



FILM SPONSORSHIP

Fremantle is known for its strong filming community, where multiple major productions are filmed across our district each year. Eligible productions may receive discounted filming fees, parking fees, or hire fees with the City's multiple indoor and outdoor venues.

GENERAL APPLICATIONS

Productions that align with at least one of the following will have their film permit fees waived upon application.

1. Student productions where the application is relating directly to a course or curriculum based assignment and solely for non-commercial purposes.
2. The production's primary purpose is destination marketing, or to highlight the City as a tourist destination.

MAJOR PRODUCTIONS

Films that align with at least one of the following criteria may be eligible for sponsorship:

- Inject a positive economic impact into the district by supporting our local business community, using local businesses and/or accommodation providers as part of production spend.
- Name Fremantle in the film as the location, and raise the profile and awareness of the area to a national or international audience.
- Raise the profile of Fremantle through positive media exposure.
- Support our local filming community, providing the opportunity for film students or local creatives to visit a set during filming, organised through the City.

DELIVERABLES

In exchange for sponsorship, the City of Fremantle may request:

- A write up from a producer or director about their positive experiences filming in Fremantle.
- A thank you in the credits including use of the City of Fremantle Logo.
- Reported economic impact spend in our district to local businesses including Hotel and accommodation, catering spend, local employment (if applicable), location costs excluding City of Fremantle fees, petty cash spend.
- Behind the scenes photos of technical crews filming on sets in recognisable Fremantle locations.
- Permission to promote the film with provided stills/videos when embargo is lifted which can be used for promotional support of the film.



MARKETING SUPPORT

HOW WE CAN SUPPORT YOUR EVENT

Partnering with Visit Fremantle gives your event access to an engaged audience actively looking for things to see, do and experience in Fremantle. Through our Visit Fremantle channels, we can help increase awareness, drive attendance and amplify your event.

MARKETING OPPORTUNITIES

Event Promotion on Visit Fremantle:

- Complimentary listing on the Visit Fremantle What's On page — the most visited section of the website
- Inclusion in curated event page and seasonal articles where relevant

SOCIAL MEDIA EXPOSURE

Promotion across Visit Fremantle social platforms, including:

- Instagram and Facebook posts, stories and event reminders
- Inclusion in weekly gig guides and "What's On" roundups
- Reels and collaborative content opportunities where suitable

DESTINATION AND EMAIL MARKETING

- Inclusion in the This is Fremantle monthly e-newsletter
- Exposure to a highly engaged subscriber audience interested in local experiences, events and tourism
- Cross-promotion with local businesses and hospitality venues where relevant

ADDITIONAL

- Ticket giveaways and promotional competitions through Visit Fremantle channels when relevant
- Collaboration opportunities with other City of Fremantle channels
- Post-Event Reporting
- Content Support: Imagery/ video opportunities, inclusion in media families

These are examples only. Actual event marketing opportunities will be assessed on a case-by-case basis

AUDIENCE REACH VISIT FREMANTLE DIGITAL AUDIENCE

800,000+

This is Fremantle website views

40,000+

unique website visitors per month

WHAT'S ON

is the most viewed section of the Visit Fremantle website

49,000+

Instagram followers

20,000+

EDM subscribers

40%

average open rate
(well above industry average)

**These are examples only. Actual event marketing opportunities will be assessed on a case-by-case basis.*

FREQUENTLY ASKED QUESTIONS (FAQS)

What types of event sponsorship does the City of Fremantle offer?

The City offers sponsorship to Community, Commercial, and Large and Major events that align with City objectives and deliver cultural, social, tourism and/or economic benefits to Fremantle.

What form does sponsorship take?

Sponsorship is primarily provided as in kind support, such as:

- Venue hire fee waivers
- Permit fee waivers
- Parking discounts and support
- Access to selected City facilities or services
- Marketing support

Cash sponsorship is limited and is generally provided in combination with in kind support, particularly for higher impact events.

How are sponsorship funding tiers structured?

Sponsorship is assessed and awarded across funding tiers, with requirements increasing as funding levels increase:

- Tier 3: Under \$1,000
- Tier 2: \$1,001–\$10,000
- Tier 1: \$10,001+

Higher tiers carry stronger expectations around impact, delivery capability and reporting.

Do all applicants need to meet the same requirements?

All applicants must meet the mandatory eligibility requirements.

However, assessment expectations scale with the level of sponsorship, meaning smaller events are not required to meet the same level of reporting or impact as larger, higher funded events.

What is meant by Community, Commercial and Large and Major events?

- Community events focus on cultural and social benefits, local participation, and are typically free or low cost to attendees.
- Commercial events are run for commercial profit and are expected to attract visitors from outside Fremantle and generate local economic activity.
- Large and Major events significantly enhance Fremantle's profile, attract substantial visitation, and deliver demonstrable economic, tourism and brand outcomes.

What does “in kind sponsorship” mean?

In kind sponsorship means support provided through reduced City fees, or services, rather than direct cash. The value of in kind support is based on standard City fees and forms part of the total sponsorship value.

Examples of in-kind sponsorship can include:

- Discounted venue hire fees
- Lending event or parking equipment free of charge
- Discounted or waived permit fees
- Marketing support for the event

What outcomes are events assessed on?

Depending on sponsorship category and tier, events are assessed on:

- Cultural identity and diversity
- Accessibility, inclusion and sustainability
- Community engagement and social impact
- Tourism, visitation and economic impact
- Alignment with Fremantle's brand and identity

What reporting is required after the event?

All sponsored events must complete post event reporting. Requirements vary by tier and may include:

- Attendance numbers
- Survey feedback
- Economic impact data
- Environmental or accessibility outcomes
- Budget / financial reports

Reporting requirements will be outlined in your funding agreement.

Can I apply for cash only sponsorship?

Yes. However, the City provides sponsorship as a package, with a strong focus on in-kind support. Cash-only sponsorship is limited.

Does meeting the criteria guarantee sponsorship?

No. Meeting eligibility and assessment criteria does not guarantee funding. All applications are assessed competitively based on merit, available resources, budget and City priorities.

When do applications need to be submitted?

Applications must be submitted before the event takes place, ideally 4-8 weeks in advance depending on the level of sponsorship requested.

I want to talk to a City Officer before I apply, is this possible?

Yes, if you would like to discuss your sponsorship application to see if it is eligible, you can email events@fremantle.wa.gov.au or call the City on **1300 693 736** and ask to speak to the **Events team**.

SPONSORSHIP TESTIMONIALS

“The event staff at the City that we work with are fantastic. They are very helpful. Event sponsorship allows us to feel that we are conducting a professional event with the assistance we receive. Fee waivers help our swimmers and attendees to be proud to spend money in and around the Fremantle City. With money that we don’t spend on venue hire, we’re able to allocate more donations we receive to charities we support through the event.”

Fremantle Ports Swimthru –

Kay Jones, Event Organiser

“The City of Fremantle’s generous support through discounted venue hire was instrumental to the successful delivery of the festival, enabling us to significantly enhance the event programme with additional entertainment, cultural performances and interactive family activations that would not otherwise have been possible. This invaluable contribution created a vibrant, high-quality and well-attended celebration, enriching the visitor experience while delivering lasting social, cultural and economic benefits to the Fremantle community. The Events team at the City of Fremantle, provided exceptional support throughout the application and planning process. Their professionalism, guidance, and commitment ensured that the event was facilitated to the highest standard. I am sincerely grateful for their dedication and deeply value the assistance and encouragement extended to me in bringing this celebration to Life”

Little Italy Festival –

Nella Fitzgerald, Event Organiser



“The City of Fremantle has been a fantastic partner to work with. From the early planning stages through to event delivery, the team has played a key role in helping us deliver a successful 2026 event. Delivering an event like SailGP is a real team effort, and the collaborative relationship we’ve built played a big part in the success. We’re looking forward to continuing that partnership and delivering many more successful events in Fremantle in the years ahead.

Sail Grand Prix –

Event Manager

“The City of Fremantle event team is supportive, collaborative, and proactive throughout the planning and delivery of the Ocean Alley Concert. Communication was clear and timely, and the events team were approachable and solution focused when working through logistics approvals and operational requirements. This contributed to a smooth planning process and successful delivery on the day.

With the cost of delivering large-scale live events continuing to increase, the City’s in-kind sponsorship through venue hire and utilities provided meaningful support to the event. These savings allowed us to reinvest more of our event budget into the presentation, infrastructure and overall patron experience, helping us deliver a higher-quality event for Fremantle.”

Ocean Alley Concert –

Macro Music, Event Manager



CONTACT INFORMATION

If you have any enquiries regarding event sponsorship, please contact the Events Team at events@fremantle.wa.gov.au.

City of Fremantle

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