Sponsorship Form
Form Preview

Event Support Program Application Form

About the Program

Welcome to the Invest and Trade Western Australia (Invest and Trade WA) Event Support program. The Event Support Program provides funding of up to $10,000 for events that support the promotion of trade and investment prospects for Western Australia (WA).

Funding amounts over $10,000 may be awarded if the event is considered a valuable trade and investment opportunity for the state.

- **Eligibility Criteria:**

- The event must strengthen connections between WA and international markets of strategic importance.
- The event must be considered a business event, for example, an expo, trade show, trade and investment forum, business conference or similar.
- The applicant must be a legally constituted entity or individual with an Australian Business Numbers (ABN).
- The applicant must have appropriate insurances where required, and a Risk Assessment Plan as outlined under the Agreement.
- The applicant must have submitted the application three (3) months prior to the event commencement date to enable sufficient time for consideration by ITWA.

Sponsorship Funding Requested

1000

Must be a dollar amount.

Office Use Only - Budget Total

Must be a number.

Office Use Only - Total Cost %

Must be a number.
Sponsorship funding cannot exceed 50% of the total budget.

Applicant Details and Funding

* indicates a required field

Name

○ Individual ○ Organisation

Organisation Name

Sponsorship Form
Form Preview

Title | First Name | Last Name

Address
Address

Phone Number *

Email
Must be an email address.

Website
Must be a URL.

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	
Main Business Location	

Must be an ABN.

Type of Business
- ☐ Business Council
- ☐ Company
- ☐ Chamber of Commerce
- ☐ Government Department
- ☐ Not-for-Profit

☐ Other:

Previous Government Funding

Has your organisation received funding from a Western Australian Government department in the last 12 months?
☐ Yes
☐ No

If Yes, what Department?

Is this a new event?
☐ Yes
☐ No

Event Overview

Event Name

Full name of event

Event Type
☐ Awards Night
☐ Conference
☐ Expo / Exhibition
☐ Forum / Symposium
☐ Gala Dinner
☐ Networking Event
☐ Summit
☐ Trade Show / Industry Showcase
☐ Other:

Event Location
☐ Physical
☐ Virtual

Event Venue

Event Address

Event Date from

Must be a date.

Event Date to

Must be a date.

Event Time

Event Overview/Objectives

Please provide an overview of the event (Max - 500 words)

Word count:
Must be no more than 500 words.

Please provide your organisation's proven experience in delivering events and budgets of a similar scale (Max 300 words)

Word count:
Must be no more than 300 words.

Event Profile

How will the event's size, profile, and calibre of speakers/attendees support WA's status as a premium trade and investment partner? (Max 300 words)

Word count:
Must be no more than 300 words.

Target Audience and Attendance

Primary Target Audience
- ☐ Business Owners / Entrepreneurs
- ☐ Community Group
- ☐ General Public
- ☐ Government Representatives
- ☐ Industry Professionals
- ☐ International Delegates
- ☐ Investors

☐ Researchers / Academics
☐ Other:

Geographical Reach of Attendees
☐ Local (within the immediate metro area)
☐ Regional (surrounding towns/regions)
☐ State-wide (Western Australia)
☐ National (Australia-wide)
☐ International

If International is ticked above, please provide the estimated Overseas Delegates

Must be a number.
Include Speakers, VIPs, Exhibitors, and Delegates

Estimated Total Attendance

Must be a number.
Include Speakers, VIPs, Exhibitors, and Delegates

List any confirmed or prospective VIPs, keynote speakers, presenters, or special guests:

Examples to include: Government Representatives, Industry Leaders, Keynote Speakers, Panellists, Ambassadors, notable community figures

Economic and Strategic Impact

Economic Impact

Does your event have a specific focus on one or more of the Diversify WA priority sectors?
☐ Energy
☐ Tourism and Events
☐ Creative Industries
☐ International Education
☐ Defence Industries
☐ Mining and METS
☐ Space Industries
☐ Health and Medical Life Sciences
☐ Primary Industries
☐ Other:

☐ None

Please specify

Does your event support one or more cross-sector activities?
☐ Supply chain development
☐ Advanced manufacturing
☐ Science, innovation and technology
☐ Environmental, social and governance frameworks
☐ None

Describe how your event will contribute to Western Australian economic activity. (Text Area - Max 300 words)

Word count:
Must be no more than 300 words.

Strategic Impact

Does the sponsorship align with the State's Asian Engagement Strategy??
☐ Maximising investment & trade opportunities
☐ Supporting Asia literacy and capability
☐ Enhancing people-to-people links
☐ Supporting business networks and communities
☐ None

Does your event strengthen connections between WA and a specific international market/s?
☐ Americas
☐ ASEAN - Indonesia/Philippines
☐ ASEAN - Singapore/Vietnam/Malaysia
☐ Greater China
☐ India Gulf
☐ North East Asia
☐ United Kingdom & Europe
☐ Other:
☐ None

Please detail how your event aligns with the Diversify WA priority sectors and international markets of strategic importance, and how it will generate new trade and investment opportunities for Western Australia. (Max 300 words)

Word count:
Must be no more than 300 words.

Marketing & Sponsorships Benefits

Over $10,000

Important:

If your funding request exceeds $10,000, a detailed Marketing and Communications Plan must be submitted with this application.

Do you have an existing Marketing and Communications Plan for the event?
☐ Yes
☐ No

If Yes:

Please upload your Marketing and Communications Plan.
Attach a file:

Under $10,000

Please provide a simple summary of your proposed marketing activity, including:

Marketing and Communication Channels
☐ Social Media Platforms
☐ Email newsletter
☐ Website updates
☐ Public relations or media outreach
☐ Paid advertising (digital, print, radio, etc.)
☐ Partnerships with industry bodies or community organisations
☐ Event listings or third-party promotion platforms

Simple Summary:

Word count:
Must be no more than 300 words.
(Max 300 words)

Marketing Timeline and Major Milestones

Please provide a Timeline Overview with the expected timings of your promotional activities, including:

- Pre-event marketing phases

- Key dates for campaign launches
- Milestones (e.g., ticket release, speaker announcements)
- Final promotional push leading up to the event

Attach a file:

Event Sponsorship Benefits

Sponsorship Benefits

Select all that apply or provide additional details.

The following must be provided:
☐ Logo placement on event materials and website
☐ A copy of the attendee list (name and organisation only)
☐ Event photography and/or video footage
☐ Recognition of DEED support through social media promotion

What promotional benefits will you provide in return for sponsorship?
☐ Speaking opportunity for a State Government representative(s)
☐ Banners and promotional materials displayed
☐ On-site government activation or booth opportunity
☐ Naming rights to a specific event component (e.g., networking reception, awards dinner)
☐ Acknowledgement in promotional materials
☐ Other:

☐
☐
☐ Invitations to DEED staff
☐ Event photography and/or video footage
Please specify

Budget

Important:

Funding requests **must be less than 50%** of the **Total Event Budget**. Applications that do not meet this requirement may be deemed ineligible.

Over $10,000 - Detailed Event Budget

Please upload a mandatory detailed Event Budget.
Attach a file:

Under $10,000

Please complete the below tables.

Project Budget (Income)

Budget

Income	**$**	**Expenditure**	**$**
	Must be a dollar amount.		Must be a dollar amount.

Budget Total

Breakdown Income include:

Sponsorships

- Sponsorship from businesses
- Corporate sponsorship
- Other funding contributions

Ticket / Registration Income

- Ticket sales
- Registration fees
- Other income

Breakdown Expenses:

- Venue hire
- Marketing and promotion
- Speaker/facilitator fees
- Catering
- Equipment Hire

Budget Total Income Amount **Budget Total Expenditure Amount** **Budget Total**

This number/amount is calculated.

This number/amount is calculated.

Must be a dollar amount.

Budget

In-Kind Support	**$**

In-Kind Support include:

- Volunteer time
- Donated goods or services
- Free venue hire
- Equipment supplied at no charge

In-Kind Amount

This number/amount is calculated.

Declaration

- I confirm that I have read and understood the Invest and Trade WA Event Support Program Guidelines.
- I confirm that the information provided in this application is true and correct to the best of my knowledge. I understand that false or misleading information may result in the withdrawal of any sponsorship offer.
- I understand that all funding decisions are at the sole discretion of the department and are final.

Name

○ Individual ○ Organisation

Organisation Name

Title First Name Last Name

Date:

Must be a date.

Attachment Check for over $10,000:

☐ Detailed Event Budget
☐ Detailed Marketing and Communication Plan
☐ Prospectus
☐ Letters of Support (Optional)

Attach a file: