

12.4 Summer Street Party Sponsorship

Location	Victoria Park
Reporting officer	Coordinator Events, Arts and Funding
Responsible officer	Manager Community
Voting requirement	Simple majority
Attachments	Nil

Recommendation

That Council approves a sponsorship agreement to be entered into between the Town and the below organisations for the 2023 Summer Street Party.

1. The John Hughes Group
2. Keylend

Purpose

To seek the approval of Council for the Town to enter into two separate sponsorship agreements with two local businesses, the John Hughes Group and Keylend, for the 2023 Summer Street Party.

In brief

- The Town is planning and delivering the annual Summer Street Party, the highlight of the Town's annual Events Program. This major event supports the Town's vision 'A dynamic place for everyone'.
- The Summer Street Party helps to build a strong community, both economically and socially, and contributes to a vibrant, livable community.
- Local Albany Highway businesses in the 'street party's footprint', were invited (both in person and in writing) to participate in the street party. During this consultation process, a couple of potential sponsors were identified, and negotiations commenced to reach a mutually beneficial sponsorship arrangement.
- As per Policy 116 - Sponsorship, a sponsorship agreement can be entered into with the approval of the Council.
- The Town is seeking Council approval for two local business sponsorships for the 2023 Summer Street Party, for a total of \$16,500 (inclusive of GST).

Background

1. The Summer Street Party is the highlight of the Town's annual Events Program. This major community event includes live music, roving performers, carnival amusements, a mix of market and food stalls and more.
2. Having this much-loved long-standing event in the Town builds a strong community, both socially and economically, and creates a vibrant, livable community for locals and visitors alike. It increases the number of visitors to the area and boosts local business profile and trade, particularly through opportunities to extend a trading interface into the street for the street party or to become a 'Summer Street Party Sponsor'.
3. Sponsorship benefits for local businesses investing in the Summer Street Party include:
(a) relationship building between their business, the Council and the local community; and

(b)raising the profile of their business within the local community attending the event and with event patrons from outside the area.

4. To secure sponsors for the Summer Street Party, a tailored Sponsorship Proposal was developed listing all the potential benefits for an investment in the event. In brief, these include logo placement, other branding opportunities, and verbal and written acknowledgement leading up to and during the street party.
5. The John Hughes Group has agreed to sponsor the 2023 Summer Street Party to the value of \$15,000.
6. Keylend has agreed to sponsor the 2023 Summer Street Party to the value of \$1,500.
7. The Town is seeking Council approval to develop separate sponsorship agreements between local businesses - John Hughes Group and the Town and Keylend and the Town, based on their level of investment.

Strategic alignment

Civic Leadership	
Community Priority	Intended public value outcome or impact
CL1 – Effectively managing resources and performance.	To provide good governance of sponsorship arrangements between the Town and local businesses.

Economic	
Community Priority	Intended public value outcome or impact
EC1 - Facilitating a strong local economy.	To maximise opportunities for collaboration, networking and relationship building between businesses in the Town, and the community.
EC2 - Connecting businesses and people to our local activity centres through place planning and activation.	Promoting the Town as a destination to visit during the street party and again after the event. Increasing footfall and visitation data.

Social	
Community Priority	Intended public value outcome or impact
S3 - Facilitating an inclusive community that celebrates diversity.	Creating an event that has something for everyone, that celebrates diversity and is inclusive in all its elements.

Engagement

Internal engagement	
Stakeholder	Comments
Governance	Advice on Policy 116 – Sponsorship, in relation to the delivery of the 2023 Summer Street Party. Policy 116 requires Council to approve any sponsorship agreement. The advice provided has indicated the nature of the endorsement is not directly awarding funds instead accepting funds to contribute to an approved Town-led event, therefore, being acceptable to be considered by Council during caretaker period.

External engagement	
Stakeholders	Consultation with over 100 local businesses on Albany Highway, situated within the street party footprint, and just past it.
Period of engagement	Various days within the month of September, and ongoing.
Level of engagement	Collaboration.
Methods of engagement	<ol style="list-style-type: none"> Initially a personal visit by events staff to invite participation in the street party and leaving a flyer stating details about the road closure and contacts for further event information and to register participation. Follow up emails to all those businesses who were previously invited to participate. Verbal communication by lead event officer and site visits to businesses keen to participate in the event. A formal letter from the Town giving more details about the street party and how it may impact businesses. An event notification event letter to follow in early November 2023.
Advertising	Further conversations with interested businesses in becoming sponsors of the street party. Inviting more involvement in the street party through the initial promotional flyer.
Submission summary	Two conversations and tailored sponsorship proposals prepared and delivered to potential sponsors.
Key findings	Two potential sponsors keen to invest in the street party for agreed benefits. Over 30 local businesses in the street party footprint and counting, keen to participate in the street party.

Legal compliance

Not applicable.

Risk management consideration

Risk impact category	Risk event description	Consequence rating	Likelihood rating	Overall risk level score	Council's risk appetite	Risk treatment option and rationale for actions
Financial	Not applicable				Low	
Environmental	Not applicable				Medium	
Health and safety	Not applicable				Low	
Infrastructure/	Not applicable				Medium	

ICT systems/ utilities			
Legislative compliance	Not applicable	Low	
Reputation	Not accepting local business sponsorship will diminish any relationship the intended sponsors have with the Town.	Low	TREAT risk by accepting sponsorship offers and developing an agreement that creates a win-win situation for all parties.
Service delivery	Not applicable	Medium	

Financial implications

Current budget impact	<p>Sufficient funds exist within the annual budget to address this recommendation. There is no budget requirement to deliver the sponsorship benefits.</p> <p>An additional \$16,500 offsets the costs involved in staging the annual Summer Street Party and supports the delivery of the prestigious event. As part of the budgeting process, the annual events calendar budget was set anticipating and requiring the Town to secure external sponsorship for events, and these sponsorships would help secure the required external funding as part of the budget.</p> <p>If the Council agrees to allow sponsorship of the Summer Street Party, the John Hughes Group will invest \$15,000 into the street party this year to receive agreed benefits, which will be outlined in a formal sponsorship agreement document. Keylend will also invest \$1,500 in return for agreed benefits, and this arrangement will also be formalised in the form of a sponsorship agreement.</p>
Future budget impact	Not applicable.

Analysis

8. As Town officers consulted with the local businesses about their potential involvement in the annual Summer Street Party, it became evident two well-established businesses were keen to come on board as sponsors of this major community event.
9. The John Hughes Group, well-known in Victoria Park and an iconic WA business, is said to be 'WA's most trusted car dealer' and would be a good fit to sponsor the Town's annual street party.

10. Keylend, a loan brokerage firm, is an Australian owned and operated brand, that was established in 1998. Keylend has an office located on Albany Highway in Victoria Park, within the 'footprint' of the street party. With 25 plus years' experience in the finance industry, they are a well-respected business, with award-winning brokers, and would be a good fit to sponsor the street party.
11. After conversations with representatives from the John Hughes Group and Keylend about benefits that could be received from different levels of investment in the event, and after tailoring a sponsorship proposal to each potential sponsor, both businesses were keen to accept this unique promotional opportunity.
12. The John Hughes Group for their investment of \$15,000 will receive sponsorship benefits including logo placement on event collateral (poster, flyers, advertisements, signage), branding opportunities at the event (stall space and teardrop banner supplied by sponsor), verbal acknowledgement by the Town Mayor and the Stage Master of Ceremonies (MC) during the event, written acknowledgement in social media posts and media releases relating to the Summer Street Party, inclusion in specific communications like the e-vibe and business newsletters, and a question in the patron event survey relating to their business.
13. Keylend for their investment of \$1,500 will receive two stall spaces in the middle of the street party's marketplace, use of two 3mx3m marquees and weights, acknowledgement in the e-vibe and business newsletters and in social media posts relating to the street party, and verbal acknowledgement at the event by the Town Mayor and the Stage MC.
14. Clause 13 of Policy 116 – Sponsorship requires the Council to approve any sponsorship arrangement, so sponsorship of the 2023 Summer Street Party is presented to Council for its determination.
15. The Town recommends that the Council approves that two separate sponsorship agreements be entered into between the Town and the John Hughes Group for \$15,000, and the Town and Keylend for \$1,500.

Relevant documents

[Policy 116 - Sponsorship](#)

Further consideration