

## Eligibility

**\* indicates a required field**

### Applicant Information

Before completing this application form you should have read the City's Corporate Sponsorship Program Guidelines. ([Corporate Sponsorship Program - City of Joondalup](#))

Applications that don't meet these guidelines or that are incomplete will not be considered. This section of the application form is designed to help you, and us, understand if you are eligible for this program.

If you have any questions please contact **Lia Harris, Strategic Marketing and Sponsorship Officer t: 9400 4169 e: [lia.harris@joondalup.wa.gov.au](mailto:lia.harris@joondalup.wa.gov.au)**

If you do contact us throughout the application process, please quote the application number below:

#### Application Number

CS1022-23

This field is read only.

### Confirmation of Eligibility

#### I confirm that:

- I have read and understood the City's Corporate Sponsorship Program Guidelines.
- I am able to demonstrate alignment between the event, program or activity and the criteria and objectives of this program.
- The event, program or activity is being hosted within the City of Joondalup boundaries.
- The event, program or activity will not occur within 3 months of the application being received.
- The organisation, event, program or activity has not previously submitted and been successful with an application for sponsorship within the same financial year.
- The organisation, event, program or activity has not received any financial support through another City funding program within the same financial year.
- The application is not for capital or general operating expenditure, or for more than 50% of the total cost of the event, program or activity.
- The application is not for an individual person or family benefit.
- The organisation, event, program or activity is not involved with illegal activities, tobacco, adult related industries, racist organisations, political organisations, religious activities for the purpose of furthering religious doctrine, companies or project seeking City approvals or endorsements, harm toward the environment or is in conflict with the City's values.

#### Please select below: \*

Yes  No

You must confirm that all statements above are true and correct.

## Applicant Details

\* indicates a required field

### Privacy Notice

We pledge to respect and uphold your rights to privacy protection under the [Australian Privacy Principles](#) (APPs) as established under the *Privacy Act 1988* and amended by the *Privacy Amendment (Enhancing Privacy Protection) Act 2012*.

City's [privacy statement](#).

### Applicant Details

#### Organisation \*

Whitford Church of Christ Inc.

For organisations: please use the organisation's full name. Make sure you provide the same name that is listed in official documentation such as that with the ABR, ACNC or ATO.

#### ABN \*

69 136 339 351

Information from the Australian Business Register	
<b>ABN</b>	69 136 339 351
<b>Entity name</b>	WHITFORD CHURCH OF CHRIST INC
<b>ABN status</b>	Active
<b>Entity type</b>	Other Incorporated Entity
<b>Goods &amp; Services Tax (GST)</b>	Yes
<b>DGR Endorsed</b>	Yes
<b>ATO Charity Type</b>	Charity <a href="#">More information</a>
<b>ACNC Registration</b>	Registered
<b>Tax Concessions</b>	FBT Rebate, GST Concession, Income Tax Exemption
<b>Main business location</b>	6027 WA

*Information retrieved at 6:27am today*

Must be an ABN.

#### Applicant primary address \*

19 Scaphella Ave  
Mullaloo WA 6027 Australia

**2022-2023 Corporate Sponsorship  
Corporate Sponsorship Application**  
**Application No. CS1022-23 From Whitford Church of Christ Inc.**  
Form Submitted 23 Feb 2023, 9:54am AWST



**Applicant postal address \***

19 Scaphella Ave  
Mullaloo WA 6027 Australia

**Applicant website**

<https://truenorthchurch.com.au>

Must be a URL.

**Primary Contact Details**

**Primary contact \***

Mr Ryan Clune

This is the person we will correspond with about this sponsorship application.

**Position held in organisation \***

Associate / Carols Project Manager  
e.g., Manager, Board Member or Fundraising Coordinator.

**Primary contact primary phone number \***

0412 119 212

Must be an Australian phone number.

**Primary contact email address \***

ryanc@truenorthchurch.com.au

This is the address we will use to correspond with you about the sponsorship application.

**Event, Program or Activity Details**

**\* indicates a required field**

**Event, program or activity name \***

Heathridge Carols in the Park

**Start date \***

17/12/2023

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Must be a date.

**End date \***

17/12/2023

Must be a date.

**Start Time**

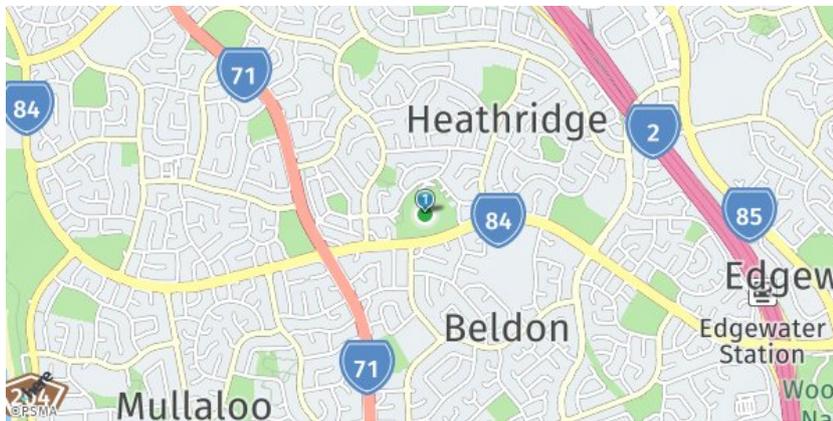
6:30pm

**End Time**

9:30pm

**Address (the event, program or activity must be located within the City of Joondalup boundaries) \***

16 Sail Ter  
Heathridge WA 6027 Australia



Address Line 1, Suburb/Town, State/Province, and Postcode are required.

**Event, program or activity overview \***

Heathridge Carols in the Park is a much loved free, family friendly community event including pre-show entertainment, main carols show, Santa-land activity area and kids carols set, food vendors, fireworks finale and more. Running for over 30 years and attended by over 17,000 people in 2022, this is a much anticipated Christmas celebration within the community.

Detailed description of the event, program or activity including (but not limited to) programming information and historical information.

**What are the expected outcomes of the event, program or activity? \***

We put great effort into making Heathridge Carols accessible and welcoming for all members of the community as we celebrate the peace, hope and joy of Christmas, building a sense of community and belonging. As in previous years, we are confident in our ability to deliver this, and expect Heathridge Carols 2023 to be another very well attended event by members of the community.

Outline KPI's for the event (i.e. attendance targets, participation rate), what you want the event, program or activity to achieve.

**Criteria**

## 2022-2023 Corporate Sponsorship

### Corporate Sponsorship Application

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#### **Outline target market/groups for the event, program or activity. \***

Our primary target audience for this event are residents of the City of Joondalup of all demographics and ages, particularly those in the surrounding areas of Heathridge, Mullaloo, Edgewater and Beldon (approx. 21,000 residents in the 2016 Census).

Does this event, program or activity reach the City's key target market groups of residents, ratepayers, youth, seniors and/or businesses within the region?

#### **Anticipated attendance, participant and/or spectator numbers. \***

15,000+

#### **Cost to attend the event \***

\$0.00

#### **Cost to participate in the event \***

\$0.00

#### **How will the event, program or activity create long term value to the City and it's residents? \***

Our experience is that this carols event is well attended, and enjoyed by all. The growth and sustainability of this event

over the last 32 years suggests that it is valued by the local community. Every year we receive calls from local community groups, schools and residents months in advance enquiring what the date will be for this years carols so that it can be placed in their calendar, and we know that many other schools and churches plan their carols events around this one; Heathridge Carols in the Park has achieved a positive awareness amongst the local community and we continue to see incredible participation and engagement each year. We look forward to continuing this valued event to the community in 2023.

Detail the community benefits/value this event, program or activity can provide.

#### **How will the event, program or activity provide positive exposure for the City's brand and image locally and/or regionally? \***

As a much anticipated and well received event running for over 32 years, we are confident that our sponsors, including the City of Joondalup, will continue to receive positive exposure for their support of Heathridge Carols. Our team are well positioned to deliver this well planned event, having been doing so for a number of years, and we have proven systems of delivering this event to the high standard it has become known for.

Provide details of the planned advertising and promotional campaign; proposed media coverage and risk mitigation strategies.

#### **Outline the tangible benefits the City will receive as part of the sponsorship agreement. \***

As a premier partner, the City of Joondalup can expect to receive a number of benefits associated with this carols event.

\* City logo on promotional material

\* Opportunity to set up a promotional display at the event

\* Verbal acknowledgement as the Premier Partner throughout the event

\* 8-10 City signs displayed at the event

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- \* City's logo on all local advertising
- \* Opportunity for Mayor a City representative to speak at the event
- \* City's logo on the event signage
- \* Recognition in media releases
- \* Recognition and link on social media forums

e.g. logo on promotional materials, social media; signage at the event, program or activity; ability for a City representative to attend/speak at the event etc. Outline what is included as part of this agreement and what can be provided at an additional cost to the City.

## How will the event, program or activity enhance the liveability of the City for the community and promote Joondalup as a destination of choice for visitors to the region? \*

We are confident that this free, family friendly event is another one of the many things that position the City of Joondalup as the liveable, family friendly and inclusive destination it has developed a reputation as being. This event is an accessible, safe and positive environment for people from all walks of life to gather with family and friends as they celebrate the hope and joy of Christmas together with their community.

## Will the event, program or activity attract visitors from outside the region? \*

- Yes  
 No

At least 1 choice must be selected.

## How will the event, program or activity stimulate economic development and/or provide benefits to local businesses? \*

While attendees are able to bring their own picnics etc, making it accessible for everyone, numerous food vendors are present on the night, a majority of which are registered within the City of Joondalup. We are anticipating ~20 food vendors to be involved in this years event.

Will local businesses be engaged with the event, program or activity; will participants/attendees spend with local businesses?

## Upload documents/materials that will support the above. e.g. advertising schedules, event plans

*No files have been uploaded*

## Financials

\* indicates a required field

### Total Amount Requested

\$20,000.00

\*

What is the total financial support you are requesting in this application (excluding GST)?

## If successful, what expenditure item/s will the City's contribution cover?

**2022-2023 Corporate Sponsorship  
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<b>Expenditure</b>	<b>\$</b>
Full amount towards production costs (total production costs are \$40,000+)	\$20,000.00
	\$
	\$
	\$
	\$
	\$
	\$
	\$

**Budget (excluding GST)**

Please outline your project budget in the income and expenditure tables below, **including details of other funding that you are seeking and/or have applied for, whether it has been confirmed or not.** All amounts should exclude GST.

Provide clear descriptions for each budget item in the 'Income' and 'Expenditure' columns, Use the 'Notes' column for any additional information you think we should be aware of.

Please **do not add commas** to figures - e.g. type \$1000 not \$1,000 - this will ensure your figures for each table total correctly.

<b>Income Description</b>	<b>Income Type</b>	<b>Confirmed Funding?</b>	<b>Income Amount (\$)</b>	<b>Notes</b>
City of Joondalup Sponsorship- requested	Other Income *	Unconfirmed *	\$20,000.00	
Lotterywest Grant	Other Income	Unconfirmed	\$20,000.00	
Other major sponsor TBC	Other Income	Unconfirmed	\$20,000.00	
Candle Sales- estimated	Earned Income	Not Applicable	\$3,000.00	
Vendor fees- projected	Earned Income	Not Applicable	\$5,000.00	
Other minor sponsor TBC	Other Income	Unconfirmed	\$5,000.00	
Other minor sponsor TBC	Other Income	Unconfirmed	\$3,000.00	
True North in-kind	Other Income	Confirmed	\$24,000.00	

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True North cash donation (short-fall)	Donations	Not Applicable	\$647.11	
			Must be a dollar amount.	

<b>Expenditure Description</b>	<b>Expenditure Type</b>	<b>Expenditure Amount (\$)</b>	<b>Notes</b>
Auslan Interpreters	Project and Production *	\$800.00	
Bins	Project and Production	\$1,022.73	
Engineer's Structural Certificate	Administrative and Infrastructure	\$150.00	
Fire Brigade	Project and Production	\$400.00	
Fireworks	Project and Production	\$6,000.00	
First Aid	Project and Production	\$500.00	
Candles	Project and Production	\$1,500.00	
Marketing - Advertising/Social Media	Advertising and Promotion	\$300.00	
Message Boards	Advertising and Promotion	\$1,000.00	
Admin & Creative exp etc	Administrative and Infrastructure	\$400.00	
Resident Mail Out	Administrative and Infrastructure	\$172.80	
Overnight security team dinner	Salaries and Wages	\$100.00	
Cleaning supplies	Project and Production	\$250.00	
Bethanie Hamper TBC	Advertising and Promotion	\$110.00	
Pre-show Band	Project and Production	\$200.00	
Production, Lighting, Audio, Screens	Project and Production	\$48,000.00	

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Public Building Large Attendance Fee	Administrative and Infrastructure	\$779.00	
Truck Hire	Project and Production	\$210.00	
Security	Project and Production	\$1,440.00	
Stage - Temporary Building App. Fee	Project and Production	\$171.60	
Kids Zone	Project and Production	\$200.00	
Volunteer Shirts	Salaries and Wages	\$1,200.00	
Volunteer Dinner	Salaries and Wages	\$350.00	
Toilets	Project and Production	\$6,860.00	
Venue Hire Fees above free allocation	Project and Production	\$303.98	
Street Market Application Fee (NFP rate)	Project and Production	\$39.00	
Traffic Management	Project and Production	\$2,870.00	
Transport - sea container	Project and Production	\$495.00	
Line Marking Paint	Project and Production	\$260.00	
Car Park light	Project and Production	\$215.00	
Toilet cleaners	Project and Production	\$348.00	
True North in-kind	Salaries and Wages	\$24,000.00	

## Budget Totals

<b>Total Income Amount *</b>	<b>Total Expenditure Amount *</b>	<b>Income - Expenditure *</b>
\$100,647.11	\$100,647.11	0
This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.

## Applicant Capacity and Experience

\* indicates a required field

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**Please provide details about your organisation and/or team, and previous experience that will give us confidence that you can complete the work you've described in this application. \***

True North have over 30 years experience running Heathridge Carols in the Park; this year's key team (who lead over 100 volunteers to make the event happen) include:

Dean Groetzinger; True North Church Senior Pastor. Dean has overseen True North's delivery of Carols in the Park for over 10 years. These events (run in Heathridge and Yanchep) attract over 15,000 attendees annually.

Ryan Clune; AV/Production & Event Management. Ryan seamlessly organises True North's weekly services and annual conferences in addition to his private production events. Ryan has been the key organiser of all aspects of carols at True North for the last 10 years.

Josh Blackwell; band and production. Josh has been responsible for delivering a world class carols show at True North for many years, in addition to his successful career as a musician and performer.

Luke Stevenson; Communications. With over 15 years experience in the corporate media and communications industry, Luke oversees all aspects of event communications and marketing for True North.

Daniel Campbell; Media. Daniel is the mastermind behind our live streaming at True North, with many years experience delivering seamless online weekly services and most recently our 2021 Carols Events live to a worldwide audience.

Include in this section information about your strategies for providing the inputs (money, staff/volunteers, time/expertise, equipment, facilities etc.) and how you will complete this event, program or activity within the proposed timelines. Provide information also about any past work that may demonstrate your organisation's capacity to undertake this work. Provide links to further explanatory material if available/relevant.

**Upload any documents/materials that will support the above e.g. references, previous examples of work, staff profiles**

*No files have been uploaded*

## Certification and Feedback

**\* indicates a required field**

### Certification

This section must be completed by an appropriately authorised person on behalf of the applicant organisation (may be different to the contact person listed earlier in this application form).

- Submission of this application constitutes acceptance of these Terms and Conditions.
- The information provided on the application form is correct at the date of submission.
- Corporate sponsorship applications are typically assessed at the end of each month.
- Written notification of the outcome of the assessment will be issued within three months of the application being received.
- If the application is successful, following completion of any details, a sponsorship agreement will be drafted by the City outlining the terms of the sponsorship and the duties of each party, which must be signed and kept on file by both parties.

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- By submitting this application, there is no guarantee that the City will sponsor the event, program or activity.
- Applications are not transferable between organisations, events, programs or activities.
- The application must outline the full details of the event, program or activity and the agreement will apply strictly for the event, program or activity listed in this application.
- Corporate Sponsorship commitments are subject to available funds within the City's budget.
- The City's assessment decision for this application is final.
- The applicant will notify the City of any changes to the details in this application as soon as they become known to the applicant.

**I agree \***

Yes  No

**Name of authorised person \***

Mr Dean Groetzinger

Must be a senior staff member, board member or appropriately authorised volunteer

**Position \***

Senior Pastor (Director)

Position held in applicant organisation (e.g. CEO, Treasurer)

**Contact phone number \***

0406 102 435

Must be an Australian phone number.

We may contact you to verify that this application is authorised by the applicant organisation

**Contact Email \***

[deang@truenorthchurch.com.au](mailto:deang@truenorthchurch.com.au)

Must be an email address.

**Date \***

15/02/2023

Must be a date

## Applicant Feedback

You are nearing the end of the application process. Before you review your application and click the **SUBMIT** button please take a few moments to provide some feedback.

**Please indicate how you found the online application process:**

Very easy  Easy  Neutral  Difficult  Very difficult

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

60

Estimate in minutes i.e. 1 hour = 60

**Please provide us with your suggestions about any improvements and/or additions to the application process/form that you think we need to consider.**

## Master Sponsorship Assessment Matrix

Benefit	Up to \$1,000	\$1,001 - \$5,000	\$5,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$25,000	\$25,001 - \$50,000
Logo on promotional material	•	•	•	•	•	•
Merchandise distribution e.g. City merchandise in participant packs	•	•	•	•	•	•
Opportunity to set up a promotional display	•	•	•	•	•	•
Verbal acknowledgement throughout the event, program or activity	•	•	•	•	•	•
Signage displayed at the event, program or activity	2	4	6	8	•	•
Logo on website	•	•	•			
Logo and hyperlink on website				•	•	•
Logo on local advertising		•	•	•	•	•
Opportunity for the City representative to present/speak		•	•	•	•	•
Logo on event, program or activity signage			•	•	•	•
Recognition on media releases			•	•	•	•
Recognition and link on social media forums			•	•	•	•
Logo on regional advertising				•	•	•
Digital marketing e.g. Inclusion in club newsletters, emails, on hold messages					•	•
Exclusive rights					•	•

<b>Benefit</b>	<b>Up to \$1,000</b>	<b>\$1,001 - \$5,000</b>	<b>\$5,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$25,000</b>	<b>\$25,001 - \$50,000</b>
Economic development e.g. will the program or event provide an opportunity for local organisations to be involved or will it bring visitors to the region who will utilise current businesses such as hospitality (dining and accommodation)					.	.
Tourism e.g. increase visitors to the region, people will travel to attend the event program					.	.
Corporate hospitality e.g. complimentary VIP tickets, invitation to event launch/finale					.	.
Opportunity to include advertisement in publication or program						.
Recognition on radio advertising						.
Naming rights to the event, program or activity						.
Logo on state advertising						.

<b>Attendance</b>	<b>Up to \$1,000</b>	<b>\$1,001 - \$5,000</b>	<b>\$5,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$25,000</b>	<b>\$25,001 - \$50,000</b>
Under 500	.	.				
500 – 2,000		.	.			
2,001 – 5,000			.	.		
5,001 – 10,000				.	.	
Over 10,000					.	.