

# Community Sponsorship Program

## Annual Application – 2018/19

(Applications Close 4pm Tuesday 15 March 2018)



The Community Sponsorship Program has been developed to provide funds to assist community based organisations within the Shire of Broome for the development of social, cultural, economic, recreational, environmental, and reconciliation projects and initiatives that benefit the local community.

Annual Sponsorship is available for up to **50% of the total project cost to a maximum of \$10,000** and is at the discretion of the Chief Executive Officer, subject to funds being available. Requests for 'in-kind' contributions will not be accepted however organisations may apply for the equivalent cost, including venue or banner hire.

Organisations are eligible for a maximum of \$10,000 funding over a 3 year period through the Shire of Broome Sponsorship Program. Funding will not be provided for the same initiative more than once.

Applications are open from 15 January 2018 and close 15 March 2018 for projects occurring between May 2018 and April 2019.

The Shire of Broome will endeavour to provide support to projects, activities and events that are consistent with the values and strategies contained within the Shire of Broome Strategic Community Plan.

Which category does your project address? (please tick all that apply)

- |                                                          |                                               |
|----------------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Social and Cultural Development | <input type="checkbox"/> Natural Environment  |
| <input type="checkbox"/> Reconciliation                  | <input type="checkbox"/> Economic Development |
| <input checked="" type="checkbox"/> Sport and Recreation |                                               |

### PART A - ORGANISATION

Name of Organisation:	Fat Bike Championships Inc.		
Postal Address:	c/- Broome Cycles 2 Hamersley Street, Broome		
Contact Person:	Simon Rimmer		
Position:	Chairman		
Phone:	(08) 9496 3291	Mobile:	0439 063 441
Email:	simon@karunjie.com.au		

### ORGANISATION PROFILE

Is your organisation incorporated?  Yes  No

*If no, a sponsor organisation may be nominated to be responsible for the legal contractual arrangements and holding bank accounts in this name. Documentation acknowledging this arrangement must be attached.*

Name of sponsor organisation (if applicable)

Does your organisation or sponsor organisation have an ABN?  Yes  No ABN number (if applicable)

Is your organisation registered for GST?  Yes  No

Does your organisation operate on a not for profit basis?  Yes  No

Has your organisation received sponsorship from the Shire of Broome in the last 3 years?

Yes  No

If yes, please provide details of the amount, when the funding was granted, what the sponsorship was used for and date acquittal was submitted:

Describe the vision and mission of your organisation:

Fat Bike Championships Inc. was established to create a series of race events specifically catering to riders of 'fat bikes'. These bicycles typically have tyre widths between 3.8" to 5.0" (10cm to 13cm) and use very low tyre pressures to negotiate all types of off road terrain including soft sand, mud and even snow.

While Australia may have limited snow fields, we have boundless beaches and Broome's iconic Cable Beach is lauded as one of the best in the world.

Our association's mission is to create a Fat Bike National Championship, sanctioned by our sport's peak body, Mountain Bike Australia (MTBA) to attract elite and non-elite cycling athletes to compete for the coveted green and gold National Champion rider's jersey.

List the main sources of funding for your organisation:

The organisation will be funded in the first instance with a seeding gift of \$5000 from Karunjie Event Management with further financial support available if alternative funding sources cannot be secured in 2018.

Longer term financial independence will be achieved through competitor registration fees and merchandise sales at events. A modest asset acquisition program (timing equipment, rubber mats, bunting flags, barrier tape, stakes) each year will reduce the financial impost for future events.

Corporate sponsorship opportunities are being explored but the event is untested as a National Championship.

Describe the organisational structure of your organisation:

Six person committee including Chairman, Secretary, Treasurer and three voting members holding elected office for 12 months.

Our membership includes business owners and event managers with extensive experience operating in the Kimberley Region of Western Australia with established community and corporate relationships.

## PART B - PROJECT DETAILS

Name of Project:

MTBA Fat Bike National Championships

11th May, 2018

Date of completion:

11th May, 2018

*Note: Projects funded in 2015/16 funding round are to be completed between 1 April 2016 and 31 March 2017*

Number of participants:

100

Total project cost:

\$17,500

Amount requested:

\$2000

Date of commencement:

Venue / Location

Please provide a brief overview of your project (who / what / when / where):

On Friday 11th May, 2018 Broome's iconic Cable Beach will host Australia's inaugural Mountain Bike Australia (MTBA) Fat Bike National Championships. MTBA is recognised by the Australia Government's Australian Sports Commission (ASC) as a National Sporting Organisation (NSO).

The MTBA Fat Bike National Championships will draw aspiring national champions from throughout Australia and across other established cycling disciplines for the coveted green & gold Nation Champion's jersey.

A temporary beachside race course will be constructed utilising natural and improvised obstacles to provide an exciting and challenging race event for competitors of 40 minutes plus 1 lap for men, 30 minutes plus 1 lap for women and 20 minutes plus 1 lap for junior competitors. The beach location and elevated viewing areas allows uninterrupted views of the entire course, with the turquoise waters of the Indian Ocean and an unmissable Cable Beach sunset providing a spectacular backdrop.

What do you propose to use the Shire of Broome funding for?

Specifically, the funds provided by the Shire of Broome will be used to supplement the costs associated with constructing the temporary race course and in particular, barrier tape, stakes and course signage.

It is estimated that 5000 metres of barrier tape will be required to clearly mark the course for race competitors and a further 250-300 stakes used to secure the barrier tape. Course signage will detail the course obstacles to enhance rider engagement; "Hertz Locker, Shut Up Legs, Jump Up, Snake Pit, Rule #1..." These items will be purchased and supplied from local Broome businesses.

What are the purpose and objectives of the project you are seeking funding for?

**Objective: (SMART Principle)**

**Establish the inaugural MTBA Fat Bike National Championship on Cable Beach, Broome in May 2018.**

What benefits will the project bring to the Broome community and specifically, who will it benefit? Please include the expected outcomes of the project:

Aligns with Outcome 1.4.4 Strategic Community Plan 2017 - 2027

Advocate and promote regional sporting events and competitions:

Unprecedented opportunity for Broome residents and community members within the Shire of Broome to compete in a sanctioned National Championship.

Expected outcome - 50 residents of Broome compete in MTB Fat Bike National Championships

Aligns with Outcome 2.5.1 & 2.5.2 Strategic Community Plan 2017 - 2027

Engage with local, regional, state, national and international stakeholders to build a strong and resilient tourism sector & Promote the Shire of Broome as an attractive place to visit:

Financial benefit to accommodation and hospitality providers as well as other tourism operators post event.

While local residents are expected to have strong representation, the prestige of a National Championship is likely to draw significant inter-regional and inter-state interest.

Expected outcome - 50 visitors for average stay 3 nights with \$200 daily spend

Please describe the community support demonstrated for your project, including established partnerships:

Broome Cycles are established event partners, committed to providing prizes, advertising and personnel for the event. They will also provide 'Fat Bikes' from their hire fleet for competitors to use during the event.

Broome Camp School are providing 20 'Fat Bikes' for Junior competitors to use during the event.

Karunjie Event Management Pty Ltd are providing \$5000 that will be used to secure services of Blue Chip Timing to time the event.

Broome Fat Bike Tours are considering a proposal to loan their 'Fat Bike' assets to competitors.

Broome Triathlon Club are providing the bike racks for competitor storage.

Will there be volunteers involved with this project?  Yes  No If yes, how many?

18

Please describe the role volunteers will play in the implementation of the project?

Race Director

Technical Delegate

Course construction x 8

Course marshals x 4

First Aid Responders x 2

Timing assistants x 2

Describe how you plan to measure the success of the project? (i.e attendance, media expose, sustainability, impact etc...)

1. Safe conduct of event - number of injuries or near miss events
2. Competitor registrations - number of competitors
3. Diversity of competitors - age, gender and postcode
4. Spectator satisfaction - determine rate of engagement by watching the crowd
5. Stakeholder satisfaction - post event acquittal and direct contact with corporate and government supporters
6. Competitor satisfaction - post event on-line survey
7. Financial benefit - post event on-line survey including stay duration, accommodation type and daily spend

How do you plan to promote this project to the community?

Under the terms of our agreement, Mountain Bike Australia (MTBA) will establish an event page on its website.

A media release is being prepared regarding the recent sanctioning by MTBA for the Fat Bike National Championships and will be sent to Broome Advertiser, Broome Visitor's Centre, ABC Kimberley, The Kimberley Echo, Muddy Waters, Radio Goolarri, GWN, WIN and RedFM.

Social media will include Broome Noticeboard, Kimberley Fat Bike Club and Fat Bikes Downunder posts.

Is this project to be an annual ongoing program?

Yes  No

If yes, please provide details on how you intend to ensure the project is sustainable in the future?

*The Shire of Broome does not guarantee funding for ongoing projects beyond the development stages, therefore applicants must demonstrate planning for financially sustainable projects.*

A memorandum of understanding has been undertaken with Mountain Bike Australia to host the Fat Bike National Championships in 2018 with first right of refusal for the 2019 and 2020 Championships.

There has been a large uptake of 'Fat Bikes' across Australia but no where more so than Broome with Broome Cycles selling twice as many of these bicycles than any other retailer in Australia. Combined with the popularity of the annual Gibb Challenge, the Fat Bike National Championships will become a feature event in it's own right with competitors seeking national recognition from the sport's peak body. Financial sustainability will be sought through competitor registrations and corporate sponsorship.

## PART C - PROJECT BUDGET

You may use this form, or create a budget document specific to your organisation/project, however please limit your budget proposal to two (2) A4 pages.

The Shire of Broome encourages all applicants to conduct their own fundraising and seek varied sources of funding for projects. Please detail your funding sources in the budget, including your organisation's contribution.

Please indicate how you intend to use the Community Sponsorship Program funding by completing the Sponsorship Funding column on the far right.

### CASH INCOME / EXPENDITURE

PROJECT INCOME	CASH (\$)	Confirmed/ Pending
Requested from Shire Broome	\$2000	Pending
Seeding donation Karunjie Event Management Pty Ltd	\$5000	Confirmed
Request Dept Local Govt, Sport & Cultural Industries	\$2500	Pending
Registration fees @ \$50	\$5000	Assumed
Corporate Sponsorship	\$2000	Pending
Earthmoving and course construction	\$1000	In - Kind
<b>A Total Project Income</b>	<b>\$17,500</b>	
PROJECT EXPENDITURE	CASH (\$)	Sponsorship Funding (\$)
MTBA Host and Private Promoter Affiliation Fees	\$2500	DLGSIC
MTBA Race Day Licence Fees @ \$28	\$2800	Registrations
Blue Chip Timing	\$5000	Karunjie
Course markings and signage	\$2000	Shire Broome
Earthmoving and course construction	\$1000	In Kind

Promotion and advertising	\$3000	Sponsorship
Prize Money	\$1,200	Registrations
<b>B Total Project Expenditure</b>	<b>\$17,500</b>	
<b>C Budget Surplus / Deficit</b>	<b>\$0</b>	

(A) Total Project Income - (B) Total Project Expenditure = (C) Project Surplus / Deficit

IN-KIND CONTRIBUTION (Include volunteer time)

Organisation	Contribution	In-Kind (\$)
Karunjie Event Management	Event management plan, course design & risk assessment	\$2000
Broome Cycles	Bicycle loan plus mechanical personnel	\$2000
Broome Camp School	Bicycle loan	\$400
Clark Rubber	Large format rubber mats to armour sand obstacles	\$1000*
Roadline or McCorry Brown	Equipment loan	\$1000
Total In-Kind Contribution		

How will the Shire of Broome's sponsorship be acknowledged?

- |                                                         |                                                   |                                                            |
|---------------------------------------------------------|---------------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> Radio Announcement             | <input checked="" type="checkbox"/> Logo Branding | <input type="checkbox"/> Event Invitation                  |
| <input type="checkbox"/> TV Advertising                 | <input checked="" type="checkbox"/> Media Release | <input type="checkbox"/> Certificate                       |
| <input type="checkbox"/> Newspaper Advertising          | <input checked="" type="checkbox"/> Newsletter    | <input checked="" type="checkbox"/> Banner / Signage       |
| <input type="checkbox"/> Brochures / Flyers / Posters   | <input checked="" type="checkbox"/> Website       | <input checked="" type="checkbox"/> Speech Acknowledgement |
| <input checked="" type="checkbox"/> Other - Please list |                                                   |                                                            |

The course signage will include Shire of Broome logo.  
 Course obstacle sign could incorporate Broome landmark references; 'China Town', 'Ganthueme Point', 'Kennedy Hill', 'Lurujarri', 'Yawuru' .....Obstacles will include jumps, table tops, sandbags, pits, chicanes and mooring ropes to strengthen the association to a uniquely Broome race experience.

Has your organisation donated to or sponsored a charitable organisation in the last 12 months – if so provide details and amount.

## APPLICATION CHECKLIST

Before submitting please ensure that you have included all necessary information and attachments with your application. Completed

- all sections of the application, including a detailed budget
- Included a copy of Certificate of Incorporation (if auspice by another organisation, please include a letter of confirmation to administer the funding and a copy of their Certificate of Incorporation)
- Included a financial statement for the most recently completed financial year (an audited financial statement may be requested)
- Included evidence of public liability insurance (Certificate of Currency)
- Provided two quotes for any purchase over \$2,000
- Included letters of support from community groups and / or other organisations
- Retained a copy of this application for your records
- Included other supporting material eg: business plan, annual report, presidents report etc

Please List:

MTBA will provide the Public Liability for the MTBA Fat Bike National Championships.

Community Prospectus - MTBA Fat Bike National Championships

## DECLARATION

I certify that to the best of my knowledge the information provided in this application is true and correct (*please note the President, Secretary or Treasurer of the organisation must sign this declaration*)

Name: Simon Rimmer

Position: Chairman

Signature:  
(Insert digital signature,  
or print and sign)



Date: 2nd January, 2018

**Please return your completed application form using one of the following options:**

Email to [shire@broome.wa.gov.au](mailto:shire@broome.wa.gov.au)

Post to Chief Executive Officer, Shire of Broome, PO Box 44, Broome WA 6725

Hand deliver to Shire of Broome Administration Office, 27 Weld Street, Broome

For enquiries or to discuss your application please contact Shire of Broome Youth and Community Development Officer on (08) 9191 3456

**APPLICATIONS CLOSE 4:00pm Tuesday 28 February 2017**