

City of Melbourne Event Partnership Program

Provides financial support to free and accessible events that are held within the City of Melbourne municipality.

The EPP runs one application round annually which is available to events or festivals that will contribute to the city's vibrancy.

The program aims to activate Melbourne and create memorable, engaging and innovative experiences for both locals and visitors.

Applicants can request cash and / or in-kind sponsorship. The total value of the sponsorship is calculated by combining the value of both cash and in-kind support. Cash sponsorship up to \$150,000 excluding GST is available per event. In-kind sponsorship relates to the partial or full waiver of event site hire fees for City of Melbourne's public outdoor spaces only. Not for profit / community organisations will automatically have any applicable site hire fees waived, regardless of the outcome of their application. Commercial events will be considered on a case-by-case basis.

To be eligible for the Event Partnership Program, the event must:

- Be free to attend or have significant free programming
- Have a minimum of 5,000 attendees to the free programming element
- Start between 1 January – 31 December 2026
- Demonstrate that a minimum of 30% of the event's costs will be self-funded or confirmed to come from other income streams.

Partnerships Tiers:

- Tier 3: Funding request \$10,000 – \$50,000. Minimum 5,000 to free programming of event
- Tier 2: Funding request \$50,001 - \$100,000. Minimum overall attendance of 50,000
- Tier 1: Funding request \$100,001+ Minimum overall attendance of 100,000.

Link

<https://www.melbourne.vic.gov.au/event-partnership-program>

Status

Open

Provider

City of Melbourne

Amount

\$10,000 - \$150,000

Round 1

Opens: 15 Jun 2022

Closes: 15 Jul 2022

Round 2

Opens: 01 May 2023

Closes: 26 May 2023

Round 3

Opens: 06 May 2024

Closes: 31 May 2024

Round 4

Opens: 05 May 2025

Closes: 30 May 2025

Location

- Melbourne
- VIC

Who Can Apply

- Non-Government
- Education
- Health
- Community Groups
- Sporting Clubs
- Businesses
- Other

Co-contribution Required?

Yes

Powered By

