



Shire of York Sponsorship Acquittal Form

Beneficiaries of Sponsorship from the Shire of York are to **complete this Acquittal Form** on completion of your project and return to the Council **within 30 days** of the conclusion of the project.

Organisation: Premiere Events

Primary Contact Name: Peter Woods

Phone: 0412 919 660

Email: marketing@premiereproductions.com.au

PROJECT DETAILS

Project Name: York Motorcycle Festival

Start Date: 14 April 2018 End Date: 15 April 2018

Project Objectives: The vision for the 2018 York Motorcycle Festival was to develop and expand on the activities and attraction of the Festival on the Saturday to create a full weekend of activity. The event aims to attract tourism to York, and the extra activities held on the Saturday meant visitors were encouraged to come to the town and stay the weekend to enjoy the full extent of the Festival.

Project outcomes: The Saturday activities were successful in attracting visitors to the town who would then stay the night and enjoy the Festival the following day. The extra activities on the Saturday meant the town came alive with Festival atmosphere for the whole weekend, and local businesses were able to benefit from this. Roads were closed on the Saturday afternoon to allow the concert to be staged in the main street – Avon Terrace. The location for the concert meant that surrounding businesses enjoyed extra trade on the Saturday night. Local food outlets including TNT Pizza, Country Fried Chicken, Settlers Tavern and the York Hotel made the most of extra crowds in the town by opening later, having tables outside their stores so that patrons could enjoy a meal while watching the concert. By investing in the Saturday activities and bringing visitors to the town earlier, it meant local hospitality businesses received a massive boost. Accommodation in York was completely booked out and the Shire of York allowed camping on the Recreation Centre Oval to accommodate extra visitors to the town.

Project Evaluation: The 2018 York Motorcycle Festival was highly successful. Success is measured in crowd attendance, and in visitor feedback. While exact numbers of visitors cannot be determined, photographs of the Festival show streets packed with crowds, and bikes lining streets in the town. Feedback received from visitors and exhibitors has been widely positive.

Publicity Evaluation: Digital promotions in MCNews.com.au <http://www.mcnews.com.au/york-motorcycle-festival-returns-in-2018/>
Digital promotions in Motorbike Rider website: <https://motorbikewriter.com/seventh-annual-york-motorcycle-festival/>
Editorial in Avon Valley Advocate
Facebook paid advertising campaign and promotional posts
Video promotions on YouTube

Promotions on Instagram
 Promotions on Shire of York social media
 Social media cross promotions with exhibitors and Festival participants (shares)
 Website promotions yorkmotorcyclefestival.com.au
 E-newsletters sent to databases
 Advertising on PerthStreetBikes.com.au website and online forum
 Promotions on Shire of York website
 Promotions via York Visitor Centre e-newsletter
 Advertising on GWN7 and Southern Cross Radio Wheatbelt and Northam
 Advertising in Avon Valley Advocate

PROJECT INCOME & EXPENDITURE

Please complete the table below for project income and expenditure pertaining to the Sponsorship amount received by your organisation from **the Shire of York only**:

INCOME	
Sponsorship amount received	\$20,000
TOTAL INCOME	\$64,809.97

EXPENDITURE Breakdown if individual line items such as marketing, printing, venue hire, purchase of equipment etc	
• Administration	\$22,616.95
• Operational Costs	\$27,689.11
• Marketing & Promotions	\$12,243.12
TOTAL EXPENDITURE	\$62,549.18
BALANCE OUTSTANDING	\$2,260.79

FURTHER INFORMATION

Please attach other key project information you would like to share.

Council encourages you to provide copies of project evaluation summaries, photographs, stories and comments or quotes from project attendees.

PHOTOS AVAILABLE HERE:

<https://www.dropbox.com/sh/gsq8kc4y75i4igk/AADmt9subxtaLHVMLc5Gd8V8a?dl=0>

RETURN DETAILS

Please return this **completed Acquittal Form** within **30 days** of the conclusion of the projects, as follows:

Shire of York
 PO Box 22 YORK WA 6302
 Email: records@york.wa.gov.au

News Articles

<http://www.mcnews.com.au/york-motorcycle-festival-returns-in-2018/>

<https://www.bikesales.com.au/editorial/details/2018-york-motorcycle-festival-april-15-111119/>

<https://mrawa.org/events/york-motorcycle-festival-april-2018/>

Websites

York Motorcycle Festival 2018

Published: Wednesday, 26 March 2015 at 11:07:03 AM

The York Motorcycle Festival 2018

The York Motorcycle Festival is held in the main street in York (A1 on Terrace) which is closed to traffic for the whole festival. Exhibitors will be set up along the street displaying a range of products and services. Visitors can come to the Festival to check out new products and to make purchases. Entertainment will be scheduled throughout the Festival and the entire event will be family friendly.

Festival entertainment includes: Stunt Riders, Live music, Shows & Shine, Kids activities, Charity Auction, Camping, Markets, Food and Trade Displays.

MORE INFORMATION

[York Motorcycle Festival 2018 POSTER](#)

[York Motorcycle Festival 2018 BROCHURE PROGRAMME](#)

[York Motorcycle Festival 2018 CAMPING INFORMATION](#)

[York Motorcycle Festival 2018 PROSPECTUS](#)

[Back to All News](#)

Past Event

Visit www.yorkmotorcyclofestival.com.au for a full event program for Sat 14 and Sun 15 April.

[EVENT PROGRAMME - DOWNLOAD](#)

YORK MOTORCYCLE FESTIVAL 2018

NOW OVER TWO DAYS!

The York Motorcycle Festival is now over two big days!

Head to York on Saturday 14th April to enjoy the free activities - the new Mt Brown Hill Climb, kid's motorbike rides, organised rides through the Avon Valley's Back Roads, Show and Shine display and the free Harley Davidson concert on Saturday night!

Then on Sunday, it's all about action! FMX demos, stunt rides, trials, super motard, plus trade displays along Avon Terrace, Vintage Collective markets and kid's rides in Peaco Park, Show and Shine in the York Town Hall, food trucks and the new Indian Motorcycle Cafe!

2018 Festival Activities include:

- **Camping:** Now available for Friday and Saturday night at the York Recreation Centre!
- Charity Ride for beyondblue
- FMX Demos
- Harley-Davidson Concert: From 6pm Saturday 14th April at York Recreation Centre
- Indian Cafe: Near the Town Hall on Sunday 15th April
- Mount Brown Hill Climb: Info to come
- Kid's Activities: Thanks to Motorcycle WA, kid's can test their own skills on two wheels!
- Show and Shine display within the York Town Hall: Saturday and Sunday
- Super Moto Demos: On South Street
- Ulysses Club rides through the Avon Valley Back Roads: Three different rides you can join!

Visit - www.yorkmotorcyclofestival.com.au

News Articles

<http://www.mcnews.com.au/york-motorcycle-festival-returns-in-2018/>

<https://www.bikesales.com.au/editorial/details/2018-york-motorcycle-festival-april-15-111119/>

<https://mrawa.org/events/york-motorcycle-festival-april-2018/>

Websites

York Motorcycle Festival 2018

Published: Wednesday, 28 March 2018 at 11:07:05 AM

The York Motorcycle Festival 2018

The York Motorcycle Festival is held in the main street in York (Aron Terrace) which is closed to traffic for the whole festival. Exhibitors will be set up along the street displaying a range of products and services. Visitors can come to the Festival to check out new products and to make purchases. Entertainment will be scheduled throughout the Festival and the entire event will be family friendly.

Festival entertainment includes: Stunt Riders, Live music, Show & Shine, Kids activities, Charity Auction, Camping, Markets, Food and Trade Displays.

MORE INFORMATION

[York Motorcycle Festival 2018 POSTER](#)

[York Motorcycle Festival 2018 BROCHURE PROGRAMME](#)

[York Motorcycle Festival 2018 CAMPING INFORMATION](#)

[York Motorcycle Festival 2018 PROSPECTUS](#)

[Back to All News](#)

Past Event

Visit www.yorkmotorcyclefestival.com.au for a full event program for Sat 14 and Sun 15 April.

[EVENT PROGRAMME - DOWNLOAD](#)

YORK MOTORCYCLE FESTIVAL 2018

NOW OVER TWO DAYS!

The York Motorcycle Festival is now over two big days!

Head to York on Saturday 14th April to enjoy the free activities - the new Mt Brown Hill Climb, kid's motorbike rides, organised rides through the Avon Valley's Back Roads, Show and Shine display and the free Harley Davidson concert on Saturday night!

Then on Sunday, it's all about action! FMX demos, stunt rides, trials, super motard, plus trade displays along Avon Terrace, Vintage Collective markets and kid's rides in Peace Park. Show and Shine in the York Town Hall, food trucks and the new Indian Motorcycle Cafe!

2018 Festival Activities include:

- **Camping:** Now available for Friday and Saturday night at the York Recreation Centre!
- Charity Ride for beyondblue
- FMX Demos
- Harley-Davidson Concert: From 6pm Saturday 14th April at York Recreation Centre
- Indian Cafe: Near the Town Hall on Sunday 15th April
- Mount Brown Hill Climb: Info to come
- Kid's Activities: Thanks to Motorcycle WA, kid's can test their own skills on two wheels!
- Show and Shine display within the York Town Hall: Saturday and Sunday
- Super Moto Demos: On South Street
- Ulysses Club rides through the Avon Valley Back Roads: Three different rides you can join!

Visit - www.yorkmotorcyclefestival.com.au

Saturday 14 April – YMF Photos



Show & Shine



Vintage Hill Climb



Market Stalls/Music







SHIRE OF YORK ACQUITTAL FORM

Organisation Name: _____

Project Title: _____

Funding Type (please tick):

- COMMUNITY FUNDING: GRANTS & SPONSORSHIP (Policy C1.3)*
- SPONSORSHIP OF TOURISM EVENTS (Policy C1.4)*

DECLARATION:

I declare that the grant provided by the Shire of York has been spent in accordance with the purpose and conditions for which it was granted. The attached financial acquittal and project evaluation are a true and correct record of the transactions and outcomes of the project.

NAME _____

POSITION _____

ORGANISATION _____

SIGNATURE _____ DATE _____

ATTACHED:

- PART A - Evaluation Report
- PART B - Statement of Income and Expenditure
- Copies of Invoices / Evidence of Expenditure
- Evidence of project outcomes and acknowledgement of Shire of York

Please send the completed form to:
Community Economic Development Officer
Shire of York
PO Box 22, YORK WA 6302
records@york.wa.gov.au

PART A – EVALUATION REPORT

Was the project implemented as per your application? If not what, changes were made and why?

Please describe the key outcomes of your project:

How many people benefited from your project and in what way?

How was the Shire of York acknowledged throughout this project?

PART B – STATEMENT OF INCOME AND EXPENDITURE

Please list the income and expenditure relating to your project and return within four weeks of the project’s completion with a copy of invoices to:

INCOME	BUDGET (\$)	ACTUAL (\$)
SOURCES		
SHIRE OF YORK		
OWN SOURCE		
OTHER SOURCES (please specify)		
EXPENDITURE	BUDGET (\$)	ACTUAL (\$)
ITEM (e.g. equipment, advertising, contractors)		

- Auditor’s certification is required for grants/sponsorships of \$10,000 or more
- Funds which are unspent for the term and purpose that they were approved for must be returned to the Shire within 30 days of the completion of the project, activity or event. Failure to satisfactorily complete the performance evaluation and acquittal may disqualify recipients from further grants or financial assistance from the Shire of York.