Please make sure that you have read and agree to the Major Events Support Fund Terms and Conditions, and the Major Event Support Fund Application Guidelines before starting this application.

Please note the supporting documentation required to be submitted together with this application form is as follows:

1. **Event budget**
2. **Event marketing plan (approx. 1-2 pages)**
3. **Event business plan – approx. 1-2 pages including information on:**

* **The event vision, purpose and goals/objectives**
* **A financial assessment and funding for the event**
* **Governance and management of the event**

1. **Indication of timeline and implementation of Event Health & Safety, Risk Management and Event Sector Voluntary Code planning.**

Please complete your answers under the questions in each section. If you have any questions, please contact [events@venturetimaru.nz](mailto:events@venturetimaru.nz)

Venture Timaru’s investment will be targeted with a specific focus on events that align with the objectives of the fund set out at paragraph 2 of the Major Event Support Fund Application Guidelines.

*Eligible applications will be assessed using the information given as answers to each question in the application form, as well as required supporting documentation. Applicants will need to answer each question and ensure they have provided the appropriate supporting documentation.*

# Organisation Information

Organisation name:

Type of organisation (e.g. charity, company):

Organisation registration number (if applicable):

GST number:

Organisation website:

Previous experience of holding events (please list in chronological order starting with the most recent and

include a brief description as to what your organisation’s involvement/role was with the event):

1. **Key Contact Information**

**Full name:**

Role:

Phone Number:

Cell Phone Number:

Email:

Postal Address:

Physical Address (if different from postal):

Alternative contact full name:

Alternative contact phone number:

Alternative contact email:

1. **Event Information**

Name of the event:

Event frequency (e.g.: annual, biennial):

Event concept (full explanation including what attendees can expect to experience at the event):

Proposed event start/finish dates:

Duration (how many days will the event run for):

Reason for the selected dates (i.e. is the event seasonal):

Will the event, or any component of the event, be held in any other location this year, or in future years? (If yes, please explain when and where):

Has the event been held previously? (If yes, please explain when and where):

Proposed event location and venue/s:

Programme features:

Audience profile (who will attend the event):

Past attendance numbers (if applicable):

1. **Aims and Objectives**

Outcomes sought:

Social, cultural and economic goals:

1. **Assistance Requested**

Financial assistance sought from Venture Timaru (Total $ value – GST exclusive):

What will the funding be allocated towards (including a breakdown)?

|  |  |
| --- | --- |
| **Funding amount** | **Allocated towards** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

# Economic Impact and Value (expected)

|  |  |
| --- | --- |
| **Attendance from Timaru District** | **Number of attendees** |
| **Spectators** |  |
| **Participants/Competitors** |  |
| **Exhibitors** |  |
| **Officials & Volunteers** |  |
| **Media** |  |
| **Delegates** |  |
| **Support Staff** |  |
| **Total** |  |

|  |  |  |
| --- | --- | --- |
| **Visitation from The Rest of NZ** | **Number of attendees** | **Average length of stay (e.g. x nights)** |
| **Spectators** |  |  |
| **Participants/Competitors** |  |  |
| **Exhibitors** |  |  |
| **Officials & Volunteers** |  |  |
| **Media** |  |  |
| **Delegates** |  |  |
| **Support Staff** |  |  |
| **Total** |  |  |

Please explain how you calculated the figures and provide any supporting evidence:

|  |  |
| --- | --- |
| **Estimated expenditure by participants & spectators** | **Average spend per person (daily)** |
| **Local** |  |
| **National** |  |

1. **Evaluation**

Please outline how you intend to evaluate the event? There is a level of reporting required for the event to meet funding requirements. These will be stipulated in the funding agreement if successful (e.g. total event attendance).

1. **Media Exposure**

Please explain how you intend to market the event locally and nationally, and through which media channels (e.g. radio, print, social media). Please also include the proposed timing for when the event will be in market.

1. **Finance**

What total funding has been secured for the projected event income outside of Venture Timaru investment, and from what sources? Please ensure this is also detailed in your attached budget.

|  |  |  |
| --- | --- | --- |
| **Authority** | **Funding amount (please indicate secured or pending)** | **Allocated towards** |
| **Government** |  |  |
| **Local Government e.g. Timaru District Council** |  |  |
| **Regional Tourism Organisation** |  |  |
| **Charitable Trusts/Foundations** |  |  |
| **Commercial Support** |  |  |
| **Other** |  |  |

Has Timaru District Council supported your event in the past, if so, how long for and to what value annually? *(please write N/A if not relevant).*

Is your event a ticketed event? if so, please specify ticket prices and categories:

If you intend to run the event in future years, what is your long-term financial goal for the event in becoming financially self-sustainable (if appropriate to your event)? I.e. how do you plan to continue the event successfully without funding support from Local Government? This information should also be included within your attached Event Budget.

1. **Alignment with Timaru District strategy, goals and objectives (refer to paragraph 2 of Application Guidelines document)**

What is your plan to drive visitation to the Timaru District? *(200 word limit)*

How does your event plan to execute environmentally sustainable practices? *(200 word limit)*

What leverage opportunities are available to Venture Timaru? For example, advertisements in official programmes, logo placement on print and digital collateral, logo on signage, promotional activities, VIP tickets, access to talent, etc. *(200 word limit)*

1. COVID-19 Outbreak

The outbreak of COVID-19 has, and will have, significant economic impacts on our country and district with many events and event organisers already being affected. Under the COVID-19 Alert Level system, the risk of exposure to COVID-19 and transmission in the community remains. Please identify what your plans are in relation to delivering your event within the current COVID-19 Alert Level system and how this could be affected if Alert Levels were to change. Please clearly identify any significant timelines that would impact the planning or delivery of your event and how risks will be mitigated.

The Event Sector Voluntary Code was developed recognising that Events could be a transmission risk if COVID-19 community transmission re-emerges. The Code outlines best practice behaviours to prevent/minimise COVID-19 risks and impact, including record keeping to support Ministry of Health contact tracing processes.

Please outline what steps you will take and how you will implement this Code for your event.

1. **Summary**

**Why do you think the Major Events Support Fund should invest in your event?** *(200 word limit)*

**=**

**How do you think the Major Events Support Fund could add value to your event?** *(200 word limit)*

1. **Declaration**

Name of Organisation:

Signature:

Date:

You acknowledge and agree that by submitting this funding application:

* 1. **You have read and accept the attached Major Events Support Fund Terms and Conditions;**
  2. **You understand that if your application is successful, this funding application will form part of the legally binding funding agreement, which you will receive on approval of your application.**

On completion of this funding application *please send a pdf version* to [events@venturetimaru.nz](mailto:events@venturetimaru.nz) along with the following supporting documentation (also mentioned at the start of this form):

1. **Event budget**
2. **Event marketing plan (approx. 1-2 pages)**
3. **Event business plan – approx. 1-2 pages including information on:**

* **The event vision, purpose and goals/objectives**
* **A financial assessment and funding for the event**
* **Governance and management of the event**

1. **Indication of timeline and implementation of Event Health & Safety, Risk Management and Event Sector Voluntary Code planning.**

You should print a copy of your funding application, the Major Events Support Fund Terms and Conditions and the Major Event Support Fund Application Guidelines for future reference.

**Contact Us**

**Venture Timaru**

**2 Sefton St East, Timaru**

**Email:** [**events@venturetimaru.nz**](mailto:events@venturetimaru.nz)

**Phone: 03 687 2682**