

# Event Development Fund Application Form

Please ensure you complete this application form, describing your event proposal, in conjunction with the Whangārei Event Development Fund Guide.

## 1. Event details

Event name

Event location

Event date(s)

Event time (start and finish)

Event website/social media (if applicable)

Brief description of the event

Please note this fund is for new events only.

Is this event one off?

Yes

No

Potentially

Event goals, objectives, and benefits the Whangārei District

### **Economic impact**

Estimated no. of  
attendees

Estimated % of  
Whangārei residents

Estimated % of visitors

Performers, athletes etc

Spectators, audience, etc

Event staff, volunteers etc

## 2. Event support and funding

Describe the type of event support you require and how much you are seeking:

Funding – please state total amount requested excluding GST \$

Event support – please state the type of non-financial support requested:

## 3. Project budget

Provide a full list of your project income and expenses. If your budget is detailed, provide a summary below and attach your budget separately.

Are you registered for GST? No – include GST where applicable

Yes – exclude GST from your budget

GST number

Is the event free to the public? No Yes

If no what is the entry fee?

### (A) Project income/contributions

Amount

Other grants, donations and funding \$

Applicant's own contribution/fundraising \$

List any other income below (e.g. ticket sales)

\$

\$

\$

**(A) Total income expected** \$

### In-kind support – please list

e.g. volunteer numbers, estimated hours of work, plus any donated materials, equipment etc.

Volunteer numbers:

Estimated hours work:

**(B) Total project costs**

Include all your project costs. e.g. materials, venue hire, promotion, equipment hire, personnel costs. For items over \$500, please attach quotes.

\$

\$

\$

\$

\$

\$

**(B) Total expenses expected** \$

**(C) Income less expenses** \$

**4. Local value**

**We recommend reading the Whangārei Event Strategy 2019 – 2024 before completing this section**

How will the event amplify the value of local in Whangārei?

Please specify the local experience categories the event offers and explain how:

**Taste Local**

**Explore Local**

**Connect Local**

**Play Local**

### ***Local capability, knowledge and expertise***

What local capability, knowledge and expertise will be utilised and/or developed?

If so, how will it be developed?

### ***Hosting/Manaaki***

Who is the event organiser?

How will local hosting (manaaki) be expressed within the event?

### ***Venue***

How does the event location reflect local experiences?

### **Audience**

Who are the people that will gather at the event?

What is the unique quality of the gathering and exchange between people within the event?

### **Local Talent**

How is local talent fostered and/or showcased within the event concept?

### **Outlook**

What is the longer-term view and future potential for the event?

## 5. Feedback

How could WDC assist your event team to embrace local experiences further?

Marketing

Event documentation templates

Advice

Information on local suppliers/vendors

Tourist information

Other (please specify)

## 6. Checklist

All applications for funding should include (where applicable):

Completed Whangārei Event Development Fund Application Form

Certificate or documentation of proof that the organisation is a legal entity such as a charitable trust, incorporated society, not for profit

A detailed description of the event or feasibility study proposal, including expected economic outcomes.

Risk assessment for the proposed event

A project timeline detailing key activities that would be undertaken and by whom

A detailed budget, including a breakdown of whether costs are confirmed or estimates

A detailed marketing and communications plan

How your organisation will manage environmental impacts from the event and follow waste minimization processes.

## 7. Event applicant details

Legal entity name (The 'Applicant')

Key contact

Phone

Email

Postal address

## Office use only

Event Category

Major event

Council event

Community event

Pre-Event Evaluation Criteria

Recommendation

Prepared by:

Position:

Date submitted:

**Review process**

Reviewed by

Decision

Decision Date