

Major Event Fund Application Form

Section One - Applicant Event Details

Name of Event:			
Date(s) of Event:			
Time(s) of Event:			
Location or Venue:			
Is this a new or existing event?			
How often is the event held?			
Description of the event activities (sporting/youth/cultural/arts etc):			
Amount of funding sought (from \$10,000 up to \$25,000) \$			
Name of applicant organisation:			
Is it a legal entity?	Yes	No	Type of legal entity:
Is it GST registered?	Yes	No	GST Number:
Name of contact person:			
Position held:			
Postal address:			
Telephone:		Fax:	
Mobile:		Email:	
Name of event organiser (if different from above):			
Please list prior major event experience of both the organisation and the event organiser:			
Is there a contract in place with the event organiser or organisation team?			Yes No
Does your organisation hold intellectual property rights to the event?			Yes No
If no, who does?			
Does your event have public liability insurance?			Yes No
If yes, who with?			
How much \$			
List the social media platforms the event has			
Event website:			
Facebook:			
YouTube or other video sites:			
Instagram:			
Twitter:			
Other:			

In 200 words or more describe the major event (eg purpose outcomes, target audience):

In 200 words or more describe how you are attracting national and international visitors to the event (eg target market, channels of promotion, mediums):

Has your event been previously funded by Major Event Fund? If yes, please detail funding below.

Yes

No

Year

Amount Funded

Funding used for

Have you applied for funding from Palmerston North City Council, Manawatu District Council or Sport Manawatu?

Yes

No

\$

\$

Is your event attracting other sponsorship?

Yes

No

Who have you received sponsorship from?

Does your event have the potential to be self-efficient in future years?

Yes

No

How is this going to be achieved?

Section Two – Economic Impact Details

Is this a pre-ticketed event

Yes

No

How are you going to count external visitors?

How are you going to count Manawatu and national/international visitors?

Attendance (use unique persons and please do not exaggerate)

Event participants refer to athletes/performers, support staff, media, sponsors, officials and volunteers. Participants, spectators/audience can be involved multiple times within the same event. Please only count as one unique person.

Numbers Expected	Manawatu visitors	National visitors	International visitors
Participants			
Spectators			
Support staff, media, sponsors, officials, volunteers			

Ticket Entry Fees

Adults	
Children	
Family Passes	
Others (eg students)	

Accommodation (anticipated number of beds needed)

Overnight visitors are particularly important to the viability of Manawatu region. Events can encourage visitors to stay longer, which in turn provides opportunities to showcase the region and its attractions and increase spending within the region.

For visitors who stay overnight, the average length of stay will describe the number of nights each visitor will spend in Manawatu region on average.

Venue	Number of beds	Number of nights	What is the anticipated average length of stay for visitors?
Hotels			
Motels			
Other (eg home hosted)			

Section Three – Event Planning and Documentation

1. Outline of the Event

Maximum of one page provide a basic description of your event, include the following:

- The objectives of the event
- The history of the event
- If there is a special theme or focus to the event

2. Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current project plan – including milestones and timeframes
- Projected budgets
- Organisational structure
- Marketing and communications plan
- Risk mitigation strategy
- Health and Safety plan

3. Marketing and Promotion Plan for the Event

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotion plan?
- Do they have experience in either events/marketing/PR? If so what experience?

4. Current Budget for the Event

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- Marketing and promotion budget
- List confirmed and potential sponsors both financial and in-kind (and dollars confirmed/sought)

5. Estimated Economic Impact for the Event

If you have any existing economic impact data (or a commissioned impact report) for this event. Please attach this to your application.

Section Five– Application Submission and Required Documents

Please ensure you have included the following in a black and white unbound copy

Tick

Completed application form

Outline of the Event

Business Plan for the Event

Marketing and Promotion Plan for the Event

Current Budget for the Event

Estimated Economic Impact for the Event

Note: Any required documents missing could affect your application. CEDA reserves the right to amend or alter this application form from time to time at their absolute discretion.

Section Five– Declaration and Privacy Act Authorisation

- This Major Events Fund Application Form contains information that CEDA may hold in a database regarding the event.
- We authorise CEDA to publicise, promote and market its involvement in the project and/or activity we request funding for.
- We declare that the information provided in this application is true and correct. Should any information change we agree to contact CEDA immediately.
- We acknowledge that any decision made by CEDA is final and they are not required to provide feedback on our application or the outcome.
- We acknowledge CEDA respects all personal and confidential information received and will do everything possible to protect information from unauthorised access, loss or misuse. Information collected from you is required for the delivery of the services in accordance with the organisation's powers, functions and purposes
- We may be required to provide evidence of information provided on our application
- We may be contacted to provide additional clarification or evidence pertaining to our application.
- We acknowledge and agree that should we be successful in receiving funding for our event that we will adhere to the obligations set out by CEDA in the Funding Agreement, including providing CEDA the opportunity to have regional signage at the event at our own cost.

Full Name: _____

Signature: _____ Date: _____

Please email your application before the closing date to:

events@ceda.nz

Or post to

Event Coordinator

Central Economic Development Agency (CEDA)

PO Box 12005

Palmerston North 4444