

MAJOR EVENT FUND: APPLICATION FORM

A major event is defined as: An event of national, cultural, social and economic significance.

BACKGROUND

Major events have the potential to bring economic, social, cultural and marketing exposure benefits to the District.

New Plymouth District Council has created the major event fund to achieve the above benefits and position New Plymouth as a highly competitive and desirable destination for hosting major events.

The strategic criteria for supporting major events are based around four areas:

1. Economic gains (attracting national and international visitor spend),
2. Social and cultural benefits (positively profiling New Plymouth and upholding the attributes of the Taranaki brand),
3. National and international marketing exposure, and
4. General event benefits.

Key goals of the fund include:

1. The retention of existing sustainable events,
2. The growth of new and existing events, and
3. The attraction of new major events to New Plymouth.

Funding decisions will be made by Venture Taranaki Trust in accordance with the business plan agreed by the Trust and New Plymouth District Council.

In December 2005 the New Plymouth District Council endorsed the following key principles:

The council confirms that it seeks to support the Taranaki Tourism Strategy through the attraction and development of major events which add value to the local economy and boost the region's unique profile, noting that an investment of \$1.2 million in events in 2004/05 returned up to \$23.16 million in additional expenditure to the region.

In particular, the Council encourages:

- a) Major events which have the impact and profile necessary to change local, national and international perceptions about New Plymouth District, forming part of a coordinated marketing strategy and contributing to a vibrant community.
- b) Major events which attract domestic and international visitors in sufficient numbers to support the realisation of the Visitor Strategy's goals for visitor nights and expenditure, therefore contributing to a prosperous community.
- c) Major events which strongly reflect the values of the 'Taranaki - like no other' brand and become inextricably linked to their location.
- d) Major events which utilise the Council's major event venues, helping to ensure their viability and meet their revenue targets.
- e) Major events which help to address seasonal gaps in visitor numbers, therefore contributing to a more sustainable tourism industry.

FUNDING APPLICATIONS

Applicants for event funding are invited to submit an application to Venture Taranaki by completing the application form. Venture Taranaki will then assess the application and respond to the applicant within 10 working days. A formal response may take longer depending on the complexity of the event and current demands on the event fund.

If the application is successful a contract will be drawn up to be signed by both parties. The following should be noted:

- Only events held within the New Plymouth District are eligible for funding.
- Venture Taranaki has a number of branding requirements attached to its funding, with particular emphasis on usage and inclusion of the Taranaki regional brand.
- Funding will be allocated on a staged basis, typically:
 - on the signing of the contract
 - on commencement of promotional campaign
 - when the event occurs
 - on receipt of a post-event analysis by Venture Taranaki.
- All events funded will be required to provide a full statistical analysis post-event, including ticket sale/attendee information, international/national visitor breakdowns, media coverage obtained, and all benefits or otherwise obtained from the event.

MAJOR EVENT FUND: APPLICATION FORM

1. APPLICANT INFORMATION

Name of organisation/individual: _____

Contact name: _____

Title: _____

Address: _____

_____ Post code: _____

Contact phone number: _____

E-mail: _____

Website: _____

How long has your organisation been in existence? _____ years

Legal status of funding applicant:

☐ Charitable Trust

☐ Limited Liability Company

☐ Incorporated society

☐ Individual

☐ Other (please specify): _____

Taxation status of funding applicant:

☐ Tax exempt organisation

☐ Tax paying organisation

☐ Non-profit organisation

☐ Other (please specify): _____

Is applicant/organisation GST registered?

☐ Yes

☐ No

Event Owner/Promoter (if different from Funding Applicant):

Does the event owner/organiser have previous experience in event management?

☐ Yes

☐ No

Please detail past events including whether these events have been successful:

2. EVENT INFORMATION

2.1 Name of event: _____

2.2 Description of event: (attach additional information as required)

2.3 Date of the event: _____

2.4 Event duration: _____

2.5 Has the event been held before?

☐ Yes

☐ No

If yes, how successful was the event? (please detail backed by data if available)

2.6 Where will the event be held?:

Note: if held in multiple venues list all venues and how long each venue will be used.

2.7 Does the event conflict with (or is held close to) the date of any other events – similar or otherwise?

☐ Yes

☐ No

If yes please elaborate on the other events and dates:

2.8 Has the event got a comprehensive event plan? Please indicate which of the following has been undertaken (note: all plans should be made available on request):

☐ Business plan

☐ Forecast financial statements

☐ Financial sensitivity analysis

☐ Marketing plan

☐ Risk mitigation strategy

Comments:

3. FUNDING INFORMATION

3.1 Total amount of funding requested: _____

3.2 What will that funding be used for (please list)?

3.3 What is the total level of funding required to stage the event?

Please indicate what portion of funding will be achieved through ticket sales/entry fees and what portion will be obtained through sponsorship and philanthropic funding

Ticket sales/entry fees \$ _____

Sponsorship \$ _____

Philanthropic funding \$ _____

3.4 Please list all ticket prices and/or entry fees that you are intending to charge and any inclusions in that price (ie added value such as a free drink etc).

3.5 Where else have you obtained funding from and at what level?

Funder	Amount
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

3.6 Where else have you applied for funding?

Funder	Amount
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

3.7 How often has the event been funded through the Event Fund previously?

- ☐ Previously funded more than 5 times ☐ Previously funded 3- 5 times
☐ Previously funded twice ☐ Previously funded once
☐ Not previously funded

Comments

4. ECONOMIC CRITERIA

4.1 Economic impact

To what extent does the event generate economic impact to the district and regional economies? Please include the following details:

- a) Estimate of total event audience/attendees

- b) Estimate of **national (out-of-region) visitors** to the region

- c) Estimate of total nights stayed

- d) Percentage stayed in commercial accommodation

- e) Estimate of **international visitors** to the region

- f) Estimate of total nights stayed

- g) Percentage stayed in commercial accommodation

Other comments:

4.2 Is the event one –off or does it recur or have the potential to recur? (Please tick)

- | | |
|--|--|
| <input type="checkbox"/> One off event | <input type="checkbox"/> Potential for 2 – 3 occurrences |
| <input type="checkbox"/> Potential for 4 – 5 occurrences | <input type="checkbox"/> Confirmed 2 – 3 occurrences |
| <input type="checkbox"/> Confirmed 4 – 5 occurrences | <input type="checkbox"/> High likelihood of unending occurrences |

If the event recurs (or has the potential to recur) how often does it recur?

4.3 Is the event locally/ nationally or internationally owned? (please tick)

☐ International owner/promoter

☐ National owner/promoter

☐ Local owner/promoter

Other comments:

4.4 What is the event's impact on the national/international market? Is the event unique?

☐ Not unique (one of many on tour), if so how many in North Island: _____ NZ: _____

☐ Unique in the North Island

☐ Unique in New Zealand

☐ Unique in Australasia

☐ Unique Internationally

Other (please comment)

4.5 Does the event create employment?

☐ Yes, how many employees? _____

☐ No

4.6 In the short-term through the staging of the event (direct employment only):

☐ Yes, how many employees? _____

☐ No

4.7 In the long-term as a result of the event taking place (direct employment only):

☐ Yes, how many employees? _____

☐ No

4.8 Will the event have direct impact on any aspects of the private sector (eg increased sales of bikes due to the triathlon)?

☐ Yes

☐ No

If yes please explain:

5. SOCIAL AND CULTURAL CRITERIA

5.1 Does the event establish or promote high achievement for New Zealanders in any of the following fields by providing a target or benchmark for excellence that would not otherwise be available in New Zealand?

☐

Arts/cultural

☐

Sporting

☐

Lesiure

☐

Other (please state): _____

5.2 Does the event profile New Zealand or regional culture and heritage and is this cultural and heritage unique?

☐

Yes

☐

No

If yes please explain:

5.3 Does the event and the event components fit with Taranaki's image, strengths, and values as epitomised by the brand 'Taranaki- Like No Other' (see page 11)?

☐

Yes

☐

No

Please explain:

5.4 To what extent are local authorities, tourism promotion and economic development agencies or other community and regional organisations involved in staging the event:

5.5 Does the event provide a programme of activities that allows local participation, provides educational opportunities or showcases local achievements?

☐ Yes

☐ No

If yes please explain:

5.6 Please indicate which of the New Plymouth District Council Community Outcomes the event directly links to:

☐ Connected (relates to infrastructure)

☐ Prosperous (economy)

☐ Secure and healthy (community well-being)

☐ Skilled (learning and education)

☐ Sustainable (environment)

☐ Together (community cohesion)

☐ Vibrant (culture, leisure and recreation opportunities)

6. EVENT PROFILE

6.1 What media coverage has been confirmed for the event in terms of advertising/ promotion and PR in New Zealand?

☐ Regional media

☐ North Island media

☐ National media

6.2 What type of coverage will occur (eg trade magazine, television), at what level (regional, North Island, National) and when (attach media schedules where available)?

6.3 Please indicate type and frequency of media coverage beyond New Zealand (attach media schedules where available):

6.4 Does the event provide an opportunity for New Zealand agencies (eg Tourism NZ) to utilise or leverage off the media coverage or event in any way?

☐ Yes

☐ No

If yes please explain

FUNDING APPLICATION SUBMISSION

Please email the completed form, along with any supporting material (marketing plans, budgets etc) to:

Email: majoreventsfund@venture.org.nz