

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

The Major Event Fund is a single annual funding round. Please check the Venture Taranaki website for the Fund's opening and closing dates.

(www.venture.org.nz/sector-development/events/major-events-fund/)

If you own or manage a significant event with the potential to bring economic, social, cultural, and marketing exposure benefits to the Taranaki region, we encourage you to apply for funding.

Venture Taranaki will then assess the application and inform applicants of the status of their application by the date specified on the Venture Taranaki website. If the application is successful the applicant will be guided through the funding agreement process, including terms and conditions, reporting requirements, and payment arrangements.

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)

- One off event
- Potential for 2 – 3 occurrences
- Potential for 4 – 5 occurrences
- Confirmed 2 – 3 occurrences
- Confirmed 4 – 5 occurrences
- 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