

Event Funding Application and Guidelines

**Whanganui & Partners**

Whanganui & Partners **is the economic development agency for the district and is b**ased in the Innovation Quarter at 179 St Hill Street.

Events must have the potential to bring economic, marketing and cultural exposure benefits to the region.

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**Introduction**

In accordance with the Local Government Act 2002, the annual Statement of Intent publicly states the activities and intentions of Whanganui & Partners for the next three years.

One of Whanganui & Partners key areas of focus is destination marketing which includes event funding and support.

The strategic criteria for supporting events:

1. Economic gains (Attracting national and international visitor spend)
2. Potential return on investment
3. National/International marketing exposure
4. Social and cultural benefits (positively profiling Whanganui and upholding the attributes of the Whanganui brand),

Key goals include:

1. Retention of existing sustainable events
2. The growth of new and existing events; and
3. Attracting new major events to Whanganui

**Event Funding Eligibility**

Funding decisions will be made by a Whanganui & Partners panel based on the application fulfilling the criteria in this document relative to other applications and funds available.

As this seed funding comes from the Economic Development budget there are requirements for its use. With the completed application form please provide the following:

1. A marketing and communications plan outlining
	* your communications and marketing objectives
	* intended promotional and marketing activity, especially outside the region and internationally
	* an internal and external stakeholder’s communication plan
	* the communication plan should demonstrate how you are promoting Whanganui through your event or activity and
	* show how your event will get positive publicity on a national level and/or international level

Whanganui & Partners will meet regularly with your group to assess its effectiveness and progress.

Our staff can help, see page 5 for details.

**What events are more likely to be funded?**

Event funding is seed funding to help with marketing the event – initial money to get an event underway and through the early stages of development. **It is not intended to be funding throughout the life of the event**.

It is expected that as an event grows it should develop a sustainable business plan and secure sponsorship and/or other funding and revenue so that Whanganui & Partners event funding can lessen and end.

This enables the funds to be used to support new and emerging events in the same way over time.

Many events in Whanganui are considered and while we would wish to support every event we do our best to allocate funds objectively and it is often a difficult decision.

New and existing events more likely to be funded are those that fit best with current strategic planning.

**What won’t be funded?**

* Events that directly compete with other funded events
* Individual travel and accommodation expenses related to developing or promoting an event
* Establishment costs for a new organisation
* Organisation or event manager overheads

For example:

* + Purchasing or leasing a motor vehicle
	+ Rental and accommodation costs
	+ Service and maintenance costs including utilities such as power and phone
	+ Retrospective costs
	+ Overseas travel
* Events looking for funding for event infrastructure or venue rentals
* Prize money or entrance fees

**What will be required from you?**

As funding is sourced from the public/business community, we must be accountable for its use and return on investment. The concept is that the investment creates a strong return for our community and this must be tangible. To do this we need to make sure the event is following best practice, has information available to assist with event management and planning and the event is integrated into wider Whanganui promotion.

Once funding is approved you will need to;

* Sign an agreement – key terms will need to be understood and adopted in terms of your obligations to us
* Drive regular updates with the Whanganui & Partners Team, i.e. monthly meetings
* Provide a health and safety plan and a waste minimisation plan and Traffic Management Plan if applicable
* A full budget, inclusive of other funding sources, so we can understand the reliance on our funding (if further detail is required following your application)
* A complete event report within two months of the end of the event (See Event Funding Report)
* Include our logos on ALL collateral and promotions, prior to, during and in event wrap-up, examples of the use of logos will need to be provided to Whanganui & Partners
* Allow Whanganui & Partners team free access to cover events for Whanganui & Partners social media and website
* Invite Whanganui & Partners Board and staff, Chief Executive and Mayor of Whanganui District Council, to event openings and any significant occasions that are part of the event

**What other help is available to your event?**

The marketing team are happy to provide additional help promoting your event with access to:

* Event calendar listings
* Social media posts and features
* Displays and promotion at the Whanganui i-SITE and Whanganui Airport (as available)
* Website links
* Distribution of press releases
* Billboard sites (as available)

**Where else is there possible funding for your event?**

If your event is not likely to fit with the requirements for this funding there are other options. Go to the Whanganui District Council website and search for “Funding Opportunities”

[Funding Opportunities Whanganui District Council](https://www.whanganui.govt.nz/Community-Culture/Funding-Opportunities)

**When and how should I start looking for event funding?**

The Whanganui & Partners financial year runs from 1 July to 30 June. Budget planning takes place in November the year prior so you need to be having conversations and researching your event funding opportunities then.

Applications timeline:

* Application window – open for event funding applications April and May for the following July-June period
* Funding decisions will be confirmed within June to applicants
* Should funds remain, a new application window will be opened
* Earlier applications are invited if required by the event. Decisions will be made on a case-by-case basis.

**Need help?**

Paul Chaplow and Rebecca Black are here to help with any questions regarding the application process and the proposed event.

Rebecca Black

Acting Strategic Lead – Marketing

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rebecca.black@whanganuiandpartners.nz



**Event Funding Application Form**

**PART 1: ORGANISATION/APPLICANT DETAILS**

|  |  |
| --- | --- |
| 1. Official Organisation Name: |  |

1. Please identify one appropriate person who can be contacted by Whanganui & Partners regarding your application.

|  |  |
| --- | --- |
| Name |  |
| Position |  |
| Telephone/Mobile |  |
| Email |  |

1. Select one of the following categories that best describes your organisations status (please tick)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Charitable Trust |  | Incorporated Society |  | Education Institution |  | Local Authority |
|  | Not a Legal Entity |  | Māori Reservation |  | Other, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

 Private Business

|  |  |
| --- | --- |
| 1. If your organisation is registered with charities services, please advise the registration number.
 |  |
| 1. When was your organisation formed?
 |  |
| 1. Is your organisation controlled by or affiliated to any other organisation, if yes please specify.
 |  |

|  |  |  |
| --- | --- | --- |
| 1. Postal Address
 |  | Physical Address (for couriers if required) |
| Street/PO Box |  |  | Street |  |
| Town |  |  | Town |  |
| Postcode |  |  | Postcode |  |
| Phone |  |  |  |  |
| Email |  |  |  |  |

1. **State your organisations purpose and objectives**

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10. **What services and/or programmes does your organisation currently provide?**

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11. **What are your usual sources of funds?**

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**PART 2: EVENT DETAILS**

1. **Event name**:
2. **Brief description of the project**:
3. **Event location**

**Venue/s:**

**Start date: Finish date:**

1. **The idea:** **Describe your proposed event.**
2. **The people: Tell us about the key people and/or external groups involved – locally, regionally or nationally.**
3. **Have/will other avenues of funding been/be applied for? If yes, please describe.**
4. **Have/will businesses been/be approached for sponsorship of the event? If yes, please describe**
5. **Please provide projections for the following:**
* **Number of Out of Region visitors to the event:**
* **Number of nights staying:**
* **% in commercial accommodation:**
* **Number of International visitors to the event:**
* **Number of nights staying:**
* **% in commercial accommodation:**
1. **If this is the inaugural event describe your future plans? Do you expect the event to be annual or otherwise in the future?**
2. **How will local businesses be able to benefit from the event? Please describe.**
3. **Will the event create employment in the region, what would be the nature and terms (long term/short term) of the employment directly or indirectly?**
4. **What is the anticipated level of interest and support from New Zealand spectators/audience? Do you anticipate international interest? Please select a category from below and provide a description.**

**Local:**

**Provincial:**

**North Island:**

**National:**

**International:**

1. **Is the event unique in the national and international tourism market? Tick the appropriate boxes and describe.**
* **Not Unique**
* **One other in the Nth Island**
* **Unique in NZ**
* **Unique in Australasia**
* **Unique Internationally**
1. **Does the event profile the culture, arts and heritage of New Zealand, tick the appropriate boxes and describe.**
* **Unique local culture**
* **Unique culture New Zealand**
* **All cultural elements are internationally unique**
1. **Does the event offer opportunities for any or all of the following? If yes, please describe**

**Participation in local experiences:**

**Educational opportunities:**

**Showcases local achievements:**

1. **Briefly describe how this project aligns with Whanganui’s Leading Edge Strategy**.
<http://www.whanganui.govt.nz/our-district/whanganui-leading-edge>

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| --- | --- | --- |
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| COMMUNITY | Deeply united |  |
| CONNECTIVITY | Globally connected |  |
| CREATIVITY | Powered by creative smarts |  |
| ENVIRONMENT | Flowing with richness |  |
| ECONOMY | Works for everyone |  |

1. **Please indicate anticipated media interest and describe:**
* **Local media**
* **Provincial media**
* **North Island**
* **South Island**
1. **Please select International target markets for event media coverage**
* **Australia**
* **UK**
* **Rest of Europe**
* **North America**
* **Asia**
1. **If the event has previously been funded through Whanganui & Partners, please indicate the number of times it has been funded, and total funding to date.**
2. **The budget: Enter all the costs for your project. Provide detail so the assessors can understand how you have calculated your costs:**

|  |
| --- |
| **Financials for proposed project** Provide a breakdown of the tasks and associated costs required in achieving the milestones. All costs should exclude GST. Use the ‘insert row’ function if you wish to add more milestones/tasks. |
| **Milestones** | **Total cost**  | **W&P co-funding sought** | **Applicant co-funding** | **Key assumptions made in estimating costs** |
| **‘Milestone one’ – (Please write Estimated start date and Estimated end date):** |
| * Task one
 |  |  |  |  |
| * Task two
 |  |  |  |  |
| * Task three
 |  |  |  |  |
| **‘Milestone two’ – (Please write Estimated start date and Estimated end date):** |
| * Task one
 |  |  |  |  |
| * Task two
 |  |  |  |  |
| * Task three
 |  |  |  |  |
| **‘Milestone three’ – (Please write Estimated start date and Estimated end date):** |
| * Task one
 |  |  |  |  |
| * Task two
 |  |  |  |  |
| * Task three
 |  |  |  |  |
| **Total**  |  |  |  |  |
| **Budget**  |  |  |  |  |

|  |  |
| --- | --- |
| Project Income | Write down all the income you will get for your project, other grants, donations, your own funds, other fundraising. Do not include the amount you will be requesting from Whanganui & Partners |
| **Income** | **Detail** | **Amount** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| **Total Income** |  | **$** |
| **Costs less Income** |  | **$** |
| **Amount requested from Whanganui & Partners** | **$** |

**Other financial information:**

Briefly describe the current financial situation of your organisation and why Whanganui & Partners co-funding is required for the proposed project. Where possible, provide quantitative and/or qualitative evidence to support your case.

Groups or organisations must provide a copy of their latest financial statement. This can be a copy of the audited accounts, an income and expenditure statement or a copy of the unaudited management accounts.

If your group or organisation has reserves which are not being used for this project you should include your reserves statement or policy.

|  |
| --- |
| You must read and sign the following. Please place an X in each box to show that you have read the information and agree to each section. I/We understand that if this application is successful I/we cannot receive other funds for the same project from Whanganui & Partners, Whanganui District Council other funding programmes.I/We declare that the details contained in this application are correct and that I/we have authority to commit to the following conditions.If this application is successful, I/we agree to: complete the project as outlined in this application (or request permission in writing from Whanganui & Partners for any significant change to the project)complete the project within the duration outlined in the Application Form complete and return a project report form within two months post project completionreturn any unspent funds keep receipts and a record of all expenditure for seven years and participate in any funding audit of my organisation or project conducted by the local council contact Whanganui & Partners to let them know of any public event or presentation that is funded by the scheme Acknowledge Whanganui & Partners funding at event openings, presentations or performances. Use the logo supplied by Whanganui & Partners in all publicity (e.g. poster, flyers, e-newsletters) for the event and follow the guidelines for use of the logo. I understand that the Whanganui & Partners is bound by the Local Government Official Information and Meetings Act 1987 I/we consent to Whanganui & Partners recording the personal contact details provided in this application, retaining and using these details, and disclosing them where appropriate. I/we understand that my/our name and brief details about the project may be released to the media or appear in publicity material. I/we undertake that I/we have obtained the consent of all people involved to provide these details. I/we understand that I/we have the right to have access to this information. This consent is given in accordance with the Privacy Act 1993.Name/Organisation Signed Date |



**Contact Details**

For any enquires relating to Whanganui & Partners and/or in relation to the Funding Application, please get in touch with us:

Whanganui & Partners

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New Zealand

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