**Nelson City Event Fund Application Form**

Nelson City Council resources an Events Fund with two components, one supporting events that foster community wellbeing and social outcomes, the other supporting economic objectives.

The application form clarifies where the majority of benefits fall and the assessment process will take all benefits into account.

Applicants need to complete all sections of this form, unless otherwise specified. Please contact the Events Coordinator at the Nelson Regional Development Agency if you need any assistance (details at end of form).

**Section 1: Applicants details**

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| --- | --- | --- |
| 1.1 | Name of organisation |  |
| 1.2 | Name of contact person |  |
| 1.3 | Contact person details | Telephone:   | Email: |
| Mobile: | Website: |
| 1.4 | Is your organisation a legal entity?  |  Yes No |
| 1.5 | If yes, please indicate what type *(please circle)* | Incorporated Society TrustAssociation Company |
| 1.6 | Is your organisation registered for GST? |  Yes No |
| 1.7 | If yes, what is your GST number? |  |
| 1.8 | Name of event organiser *(if different to above)*  |  |
| 1.9 | Contact details of event organiser | Telephone:   | Email: |
| Mobile: | Website: |
| 1.10 | What insurance (and its value) does your organisation carry?E.g. Public liability  |  |

**Section 2. Event details**

|  |  |  |
| --- | --- | --- |
| 2.1 | Name of Event |  |
| 2.2 | Description of Event (one sentence) |  |
| 2.3 | Date(s) of Event |  |
| 2.4 | Time(s) of day of the Event |  |
| 2.5 | Event website address |  |
| 2.6 | Will the event be held in the Nelson City Council district? *Nelson City covers a land area from Champion Road, Stoke in the southwest, to the Bryant Range in the east and Cape Soucis (Raetihi) in the north*. |  Yes No |
| 2.7 | Where is your event being held?e.g. at what venue(s) |  |
| 2.8 | Is the event?*(please circle)* |  One-off Annual Biannual Other |
| 2.9 | Is the event exclusive to Nelson? e.g. only held in Nelson |  Yes No |
| 2.10 | Has the event been held before?  |  Yes No |
| 2.11 | If yes, please provide a short outline of the events history, attendance levels etc. |  |

**Section 3. Event description (briefly outline/describe)**

|  |  |  |
| --- | --- | --- |
| 3.1 | What is the purpose of the event and what do you hope to achieve?  |  |
| 3.2 | Is the event primarily targeted at providing community wellbeing or economic outcomes?  | Community wellbeing outcomes *such as improvements to belonging, identity and a sense of pride amongst our diverse community* | Economic outcomes *such as number of nights attendees are likely to stay in Nelson* |
| 3.3 | How will your event will meet the objectives of the [Nelson City Event Strategy?](http://www.nelson.govt.nz/council/plans-strategies-policies/nelson-city-events-strategy) |  |
| 3.4 | Does the event has a special theme or focus? |  |
| 3.5 | Are you planning to charge entry fees? If so, please list what these are for the following: adult/ child/student/family. |  |
| 3.6 | How you will measure attendance? |  |
| 3.7 | How does your event align with relevant Council Policy? e.g. how do you plan to minimise waste at the event? How does your event support Council’s [Sugar Sweetened Beverages Policy?](http://www.nelson.govt.nz/council/plans-strategies-policies/strategies-plans-policies-reports-and-studies-a-z/sugar-sweetened-beverages-policy)*(Please note that an Environmental Management Plan is expected to be submitted as part of section 5.)*  |  |
| 3.8 | How will people know your event is on? |  |
| 3.9 | Seasonality - Why you are holding the event at this time of the year? |  |
| 3.10 | What is your estimate of the number of expected attendees and where they are likely to be from? | Nelson - Tasman |  |
| National |  |
| International |  |
| 3.11 | How will you measure event attendance so as to be able to report on it? | Nelson - Tasman |  |
| National |  |
| International |  |
| 3.12 | Do you expect other attendees (other than ticket holders e.g. trade stall, TV spectators etc)? |  |
| 3.13 | Will there be media coverage of the event and if so, what e.g. livestreaming, TV, radio, magazine, newspaper, event app etc? |  |
| 3.14 | If your event has a community focus, how will it achieve social wellbeing outcomes?  |  |
| 3.15 | If your event has an economic focus, how will it increase the number of visitors coming to Nelson? |  |
| 3.16 | If your event has an economic focus, what is your estimation of expected accommodation figures? | # bed nights | Accommodation type | Accommodation location |
|  |  |  |
| 3.17 | If your event has an economic focus, what will the impact on Nelson’s regional profile be as a result of the event? e.g. awareness of Nelson as a destination |  |
| 3.18 | If your event has an economic focus, how does the event’s target market/s align with the [Regional Visitor Strategy](https://www.nelsontasman.nz/assets/PDFs/Nelson-Regional-Development-Agency-Visitor-Strategy-Parameters.pdf)? |  |
| 3.19 | If your event has an economic focus, what is the expected total economic impact of the event (in $ amount)? |  |

**Section 4. Funding**

|  |  |  |
| --- | --- | --- |
| 4.1 | Has this event applied for Nelson City Event Funding before?  |  Yes No |
| 4.2 | If yes, please outline what level, year and type of funding was received |  |
| 4.3 | What is the total cost to run the Event? |  |
| 4.4 | How much money are you asking for from the Nelson City Events Fund? |  |
| 4.5 | What will you use the money for? |  |
| 4.6 | Do you have any other sources of grants and/or sponsorship secured for the event? | From Nelson | From outside of Nelson |
| 4.7 | Do you have any other sources of grants and/or sponsorship you expect or have applied for? | From Nelson | From outside of Nelson |
| 4.8 | If the event is a regular event, do you expect it to become self-sustaining (self-funding)?If so, how and by when? If not, what level of ongoing support do you think will be necessary and where will it come from? |  |
| 4.9 | Please list any additional marketing support sought from the Nelson Regional Development Agency (NRDA) |  |
| 4.10 | What is your organisation contributing to the event (*such as money or volunteer time)?* |  |

**Section 5. Supporting Documentation**

Please provide copies of each of the following with your application form.

|  |  |  |
| --- | --- | --- |
|  | **Documents** (*Please note: some of the following may not be required for Community Events. If you have any questions please contact the NRDA for advice on what is required for your event application)*  | Included (Tick) |
| **5.1** | **Three year Business Plan** * Event goals and objectives
* Project Plan, including milestones and timeframes
* Organisation structure, including roles and responsibilities of key people
* Evidence of the event organisers experience in event organisation

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| **5.2** | **Marketing and Promotions Plan** * Marketing objectives
* Marketing strategies including advertising and promotional activities and timelines (local and national)
* Person responsible and previous experience in events/marketing/PR
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| **5.3** | **Event Budget** * Income (including sources) and expenses
* Profit and loss forecasts, cash flow projections
* Potential and confirmed sponsors (financial and in-kind)
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| **5.4** | **Environmental Management Plan** * Waste minimisation plan and targets, including plans for complying with any relevant environmental regulation or legislation
* Communication to employees, customers, suppliers, attendees and other stakeholders
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| **5.5** | **Resources and consents - examples include;** * Alcohol licence
* Road closure
* Traffic management Plan
* Resource consents ( noise, light, hours, placement and size of structures, parking)
* Building consent (if erecting a structure larger than 10m2)
* Fire / explosives permit
 |  |
| **5.6** | **Certificate or documentation confirming legal entity*** Evidence of the legal status of the organisation
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Signed by:

Name(s): ……………………………………………………………………………………………………………

Position(s): ……………………………………………………………………………………………………………

Signature(s):…………………………………………………………………………………………………………

For and on behalf of: Organisations Name:………………………………………………………

Date: ……………………………………

Please send the completed application form and supporting documentation to:

Rebecca Leach (DD: 03 923 2055)

Events Coordinator

Nelson Regional Development Agency

Rebecca.leach@nelsontasman.nz

PO Box 788

Nelson 7040