

# DISTRICT PROMOTION FUND

## BENEFITS AND EVENT PLAN GUIDELINES

Applications for support from the District Promotion Fund *must* be accompanied by a Benefits and Event Plan (BEP).

The purpose of the BEP is to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed report will enable sound evaluation and decisions regarding support and funding.

Be sure to include any support material you feel will be relevant to supporting your application, however we request that the BEP be no more than 10 A4 pages.

The details of your BEP may include the following ideas:

### **Increased Wellbeing:**

The underlying purpose of the 'Promotion Fund' is to promote the District as an attractive place to live, work, invest in or visit. To what extent does your BEP have the potential to meet this objective?

### **Quantifiable Outcomes:**

Will the proposed event generate quantifiable benefits and outcomes? What measurements will you use? Quantifiable outcomes include (but are not restricted to) 'economic benefit', 'public attendance', 'overnight stays' etc.

### **Post Event Data:**

In order to determine whether Council's support has been successful, post-event data will be required. Will you be able to supply 'final event budgets', 'accounts', 'outcomes achieved', attendee questionnaires and other such post-event data? \*

(If funding approved for your event is more than \$2000, this information will be a condition of funding). - **There is a requirement to submit this information within 3 months of the event's completion.**

### **Joint Commitment:**

The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. District development and community wellbeing is the responsibility of a number of agencies, so there is a requirement to source a minimum 60% event funding from other sources. Give details of support (financial or otherwise) from other stakeholders. Confirm 60% cash funding from other sources.

This application represents the second of a 2-stage process. The details outlined in this application determine whether 'events' are eligible for sponsorship consideration. It is a minimum threshold of information, and 'eligibility' does not in itself guarantee a successful application. Events deemed eligible for consideration are then assessed (by the District Promotion Committee) relative to the following criteria:

- Consistency with Council policies;
- Compatibility with Council's infrastructure;
- Compatibility with existing branding;
- The level of sponsorship sought;
- The duration of funding sought;
- The extent to which outcomes can be measured;
- The extent to which the event is based upon, or promotes existing District or community strengths;
- The extent to which the event will have broad community appeal;
- The extent to which the event might benefit from Council sponsorship 'in kind';
- The extent to which the sponsorship is for 'seeding purposes';
- The applicant's ability to source other funding;
- Scheduling compatibility with other District events;
- The 'track-record' of previously sponsored events.

Completed applications should be submitted to:

**District Promotion Fund  
Waipa District Council  
Private Bag 2402  
Te Awamutu 3840**

For any assistance or enquiries contact Benjamin Hemi on 027 2632224.