

DISTRICT PROMOTION FUND

APPLICATION CRITERIA

The District Promotion Fund supports events that promote and benefit the wellbeing of the Waipa District and its people. Funding applications do not roll over from year to year. To be eligible for the District Promotion Fund support, the following criteria applies:

1. The event must be based entirely in the Waipa District.
2. A District Promotion Fund application form must be completed and returned to the Waipa District Council no later than 5:00pm on Friday 29th July 2011.
3. Successful applicants must demonstrate that their event has the ability to promote the Waipa District as an attractive place to live, work, invest in or visit.
4. Applicants must meet with the Waipa District Council Events Coordinator prior to their event, to ensure signage areas have been identified and that Waipa brand is promoted correctly.
5. Applicants must provide a post-event report within three months of the completion of the event. This report may be taken into account when assessing any future funding applications.

The post-event report must be no more than 10 x A4 pages. You should include high resolution images (on disc) of the your event, copies of all promotional material and copies of any news coverage if available. *(See page 10 of this document)*

6. Prospective applicants to the Fund are strongly encouraged to attend the District Promotion Fund meeting on Thursday 7th July in the Te Awamutu Council Chambers at 6pm. The meeting will enable you to:
 - a. Introduce your organisation and event.
 - b. Ensure you understand and have met the criteria.
 - c. Find out how the council may best be able to support your event.
7. This funding round is open to events scheduled up to 30 June 2012. (For events planned between 1 July and 31 August 2012, please contact us to discuss.)

All applicants will be advised by end of August 2011 regarding the outcome of their application.

All enquiries to Benjamin Hemi (07) 823 3828 or anytime on mobile 027 263 2224.





DISTRICT PROMOTION FUND

APPLICATION

For events to be held in the Waipa District prior to 30 June 2012

Date(s) of Event:
Name of Event:

Section ONE – Applicant Details

Name of applicant/organisation:
Is it a legal entity? (e.g. 'company', 'incorporated society' etc):
Is it GST registered? (details):
Contact person:
Postal address:
Telephone (including mobile number/s):
Fax:
Email:
Is the event organiser/organisation team paid or voluntary?

Are you applying for funding from other sources for this event? <i>NOTE: You cannot apply to Waipa District Council Community Board Discretionary Grants for the same event.</i>
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Applicants are asked to remember that the District Promotion Fund constitutes 'public money' for which a high degree of accountability is required. It is important that the details contained within this application are accurate, and as concise as possible.

Section Two (Event Details)

Frequency of Event (e.g. 'one-off', 'annual'):
Location or venue:
Time of event:
Type of event: (sports/recreation, arts/cultural, community, other?)
Amount of support sought: \$

Council Event Equipment: Council has some event equipment which may assist your event and may be made available to some organisers. **(Conditions Apply)**

Waipa Event Equipment	Required Y/N	Set Up Date	Pack Up Date
Waipa 3m x 3m pop up tent			
Waipa sound system			

Section Three – Event Description

Event outline:
Theme or Focus of event:
Other organisations involved in the project:
Organisations also providing support (please detail what kind of support – financial, in-kind etc):

Section Four - Economic Impact Profile (anticipated)*

Attendance (best guess, please do not exaggerate):

Demographic of main audience: (e.g. 18 and under, 35+, families, etc)

Numbers expected	From Waipa	Outside Waipa	Overseas
Participants			
Spectators			
Trade			

Accommodation: Will you be encouraging people to stay in the Waipa District? If so, how long and where?

The post-event data will be required to verify these details. An attendee questionnaire may be provided to assist with this process.

Section Five – Consent Requirements

The event organiser is responsible for applying and getting consents if needed. Funding will not be released until the organiser has provided evidence that all consents, if necessary, have been approved.

*Council planning staff can advise on resource consent or permit requirements. Please phone:
Te Awamutu: (07) 872 0030 or Cambridge: (07) 823 3800*

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event?	Yes	No
What was the outcome? (please comment)		
Council staff assigned to your consent (names):		

Section Six -Waipa District Council Recognition:

The purpose of the District Promotion Fund is event 'support'. It is important that Council support is recognised. How might the proposed event do this?

Branding recognition:
Signage placement:
Vocal endorsements:
Internet support:
Advertising (please specify type and budget allowed):
Complimentary ticketing:
Other benefits (please detail all opportunities in full):
Marketing plan (please include a synopsis of how you intend marketing this event:

Section Seven – Benefits and Event Plan

Applications for support *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 the degree to which the event meets the objectives of the Fund. The clearer and more detailed the BEP, the easier it will be to make decisions on funding. The BEP must be outlined on A4 paper only. Please review the Benefits and Event Plan Guidelines for assistance. *See page 8 of this document.*

Section Eight – Declaration

- 8.1 We, the undersigned persons, hereby declare that the information supplied here on behalf of our club/organisation is correct.
- 8.2 We consent to Waipa District Council collecting the personal contact details provided, and retaining and using these details. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993.

Name of person completing form:

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Position in organisation:

.....

Daytime contact phone number:

.....

Signed:

.....

Date:

.....

Name of alternative contact person:

.....

Position in organisation:

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Daytime contact phone number:

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Signed:

.....

Date:

.....

The above named persons in your organisation may be contacted during the day if the DPF committee requires more information.

Important Information

It is preferred that all applications be submitted electronically, or are typed for ease of reading.

Applications close 5.00pm on Friday 29 July 2011. Late applications will not be considered.

Please return this form either by mail to:

Andrea Duncan
Community Liaison Officer
Waipa District Council
Private Bag 2402
Te Awamutu 3840

or email to:

andrea.duncan@waipadc.govt.nz

If you need assistance in the completion of this form please contact Benjamin Hemi on 027 263 2224.

Final Checklist – Have You ?

- Reviewed the Fund criteria and expectations of successful applicants.
- Filled in all areas of this application form.
- Planned to attend the District Promotion Fund meeting on Thursday 7 July 2011.
- Attached a Benefits and Event Plan (A4 paper only).



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.

A reminder that the BEP be no more than 10 A4 pages.



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POST-EVENT REPORT

Support by Council is conditional upon an agreement to provide a comprehensive post-event report. The report is essential to enable Council to gauge the effectiveness of its support. **Council reserves the right to withhold all or part of its funding until the post-event report is received.** The report should be typewritten in A4 format and should be a maximum of 10 pages long. The report should include:

- 1. Total number of people attending the event (reasonable estimates accepted)***
- 2. Feedback from the event audience***
- 3. Details of Waipa District Council recognition and event publicity***
- 4. Value achieved from Waipa support***
- 5. Changes you would consider/recommend for future events***
- 6. Any issues of concern***

In addition, event organisers are strongly encouraged to submit the following:

- a. High quality, high resolution photographs on CDs. Please note that these photographs may be used by Council for ongoing promotion of the Fund and the District.***
- b. Any video camera footage on DVD.***
- c. If available, copies of news coverage of the event.***

Post-event data must be received by the Waipa District Council within three months of the event. The more comprehensive the report, the greater the likelihood of repeat support.