District Promotions Sub-Committee 27 June 2023

Council Chambers, Waipā District Council, 101 Bank Street, Te Awamutu

Chairperson
Councillor ML Gower

Members
EM Stolwyk, CS St Pierre, RDB Gordon, M Gyde, K Burgess

27 June 2023 10:30 AM

Agenda Topic

		Page
1.	Apologies	2
2.	Disclosure of Members' Interests	3
3.	District Promotion Fund 2023 - 2024 Allocation	4
3.1	Appendix 1 - District Promotion & Community event Fund Application Assessment Sheet 23-24	14
3.2	Appendix 2 - District Promotion Fund Applications	22
4.	2023/24 Community Event Fund Allocation	433
4.1	Appendix 1 - Community Event Fund Application Assessment Sheet 23-24	440
4.2	Appendix 2 - Applications	444

COMMITTEE AGENDA

Waipā DISTRICT COUNCIL

APOLOGIES

A member who does not have leave of absence may tender an apology should they be absent from all or part of a meeting. The Chairperson (or acting chair) must invite apologies at the beginning of each meeting, including apologies for lateness and early departure. The meeting may accept or decline any apologies.

The acceptance of a member's apology constitutes a grant of 'leave of absence' for that specific meeting.

1 RECOMMENDATION – TŪTOHU Ā-KAIMAHI

That the District Promotions Sub-Committee accepts the apologies for non-attendance from Councillor Gordon

COMMITTEE AGENDA

Waipā DISTRICT COUNCIL

DISCLOSURE OF MEMBERS' INTERESTS

Members are reminded to stand aside from decision making when a conflict arises between their role as a member of this sub-committee and any private or external interest they may have.

COMMITTEE REPORT

Waipā DISTRICT COUNCIL

To:	The Chairperson and Members of the District Promotions Committee
From:	Event and Marketing Advisor
Subject:	**District Promotion Fund 2023 - 2024 Allocation**
Meeting Date:	27 June 2023

1 PURPOSE - TAKE

The purpose of this report is to seek approval from the District Promotion Committee (Committee) for the allocation of funds from the 2023 – 2024 District Promotion Fund.

2 EXECUTIVE SUMMARY – WHAKARĀPOPOTOTANGA MATUA

Waipā District Council (WDC) understands the value of supporting events that bring social and economic benefits to the district. Events play a critical role in our community and are a key way Council can contribute to its vision of building connected communities.

The District Promotion Fund (DPF) supports events that promote the Waipā district as an attractive place to visit and spend time in. These events also contribute to Waipā being a great place to live, work, play and invest.

Events in Waipā have returned in a big way after several years of pandemic cancellations, interruptions and delays. It has been a fun and exciting 12 months in the events space at Council, with events contributing to our community feeling a sense of normality and pride in their district.

Over the 2022-2023 summer period, the Events team planned and executed seven council-run events including Balloons Over Waipa (planned but cancelled due to weather), Te Awa River Ride cycleway opening celebration, Cambridge Skatepark opening, IBCPC Dragon Boating street parade and community party, Leamington Domain reserve management plan engagement, Kihikihi playground opening and the King's Coronation.

For the 2023/2024 funding round, priority has been given to events that show they will use Waipā suppliers, and that encourage their attendees and visitors to spend locally in the hospitality, retail, and entertainment sectors.

The Committee has a total of $150,000.00 available to allocate from the 2023/2024 budget. Due to event cancellations during the year, the events team have calculated there will be an additional $29,037.00 rolled over from 2022/2023 unspent funds. The roll over amount will be confirmed after end of financial year and it is proposed this funding be set aside for allocation to events that occur during the year.

Applications to the DPF adhere to a competitive process where priority is given to applications that best meet the prescribed eligibility and criteria.

This year 38 applications were received for the DPF, requesting a total of $319,700.00 in funding. Staff are proposing an allocation of $164,200.00 from this round for consideration by the Committee.

3 RECOMMENDATION – TŪTOHU Ā-KAIMAHI

That the District Promotions Committee

a) Receives the report of Claire Culph titled District Promotion Fund 2023 - 2024 Allocation (document number 11012956);

b) Agrees to review the District Promotion Event Fund eligibility and criteria prior to 2024-2025 funding round.

c) Approves $164,200.00 from the District Promotion Fund to be allocated to the following events.

Event name	*Funding requested*	*Funding recommended*
Waka Ama National Sprint Championships 2024	$ 40,000.00	$ 20,000.00
Great Kiwi Summer Festival Armistice (GKSF) 2023	$ 8,000.00	$ 7,000.00
Black Friday Blowout	$ 15,000.00	$ 12,000.00
Kihikihi Speedway Opening Meeting and Fireworks 2023	$ 9,500.00	$ 8,000.00
Long Course Weekend	$ 30,000.00	$ 15,000.00
AGRN - NZ Age Group Road Cycling Championship 2024	$ 10,000.00	$ 8,000.00
North Island Rowing Club Championships 2024	$ 3,500.00	$ 3,500.00
Lucas Oil Hydro Thunder NZ Championship Series 2024	$ 6,000.00	$ 5,000.00
Karapiro 100 K Flyer	$ 7,500.00	$ 2,000.00

Event name	Funding requested	Funding recommended
Wake NZ 2024 National Championships	$ 5,000.00	$ 3,000.00
Balloons Visit Waipa 2024	$ 5,600.00	$ 5,600.00
Dressage by the lake 2023	$ 15,000.00	$ 6,000.00
Race to Tieke - Brian Perry Classic 2024	$ 15,000.00	$ 4,000.00
Orchids & More 2023	$ 5,000.00	$ 4,000.00
NZ Polo National Club Championships for the Savile Cup 2024	$ 4,500.00	$ 4,000.00
Cambridge BMX Twilight Meet	$ 4,000.00	$ 1,000.00
National Track Series (NTS) 2023	$ 7,000.00	$ 2,000.00
Christmas Regatta 2023	$ 3,500.00	$ 2,000.00
Frazzled Kiwi Adventure Race Cambridge 2023	$ 5,000.00	$ 3,000.00
Rangiaowhia 160 years Commemoration 2024	$ 30,000.00	$ 10,000.00
Dirt Drags 2023	$ 5,000.00 - 10,000.00	$ 3,000.00
North Island Secondary Schools Rowing Championships (NISS) 2024	$ 3,500.00	$ 3,500.00
Canoe Racing Sprint National Championships 2024	$ 10,000.00	$ 5,000.00
New Zealand Fitness Festival 2023	$ 15,000.00	$ 5,000.00
Misty Flicks Film Festival 2023 Should be CEF	$ 20,000.00	$ 5,000.00
New Zealand National Rowing Championships 2024	$ 3,500.00	$ 3,500.00
Rotary International District 9930 Annual District Conference 2024	$ 8,500.00	$ 2,000.00
Waipari Climbing Festival 2024	$ 5,000.00	$ 1,000.00
Cambridge Festival of Sport 2023 (Note have also applied for CEF)	$ 20,000.00	$ 3,000.00
International Female Ride Day 2024	$ 6,000.00	$ 2,000.00
50th Anniversary of the Te Awamutu Music Federation 2023	$ 1,100.00	$ 1,100.00
North Island Schools Cycling Championships 2023	$ 5,000.00	$ 3,000.00
Clive Steenson Memorial Regatta	$ 1,000.00	$ 1,000.00
Cambridge to Hamilton Paddle Race	$ 4,000.00	$ 1,000.00
	TOTAL	**$164,200.00**

d) Resolves not to fund the following events:

Event name	*Funding requested*	*Funding recommended*
Club Regatta 2023	$2,000.00	$0
Junior Regatta 2024	$2,000.00	$0
Memorial Regatta 2023	$2,000.00	$0
Ngati Apakura Matariki Celebration 2023	$22,000.00	$0

e) Resolves to set aside the remaining District Promotion Fund balance to be allocated to events that occur during the year.

4 BACKGROUND – KŌRERO WHAIMĀRAMA

The DPF supports events that promote and benefit the wellbeing of the Waipā district and its people. A successful applicant is able to demonstrate that it has the ability to promote the Waipā district as an attractive place to live, work, invest in or visit.

Following decisions made during the 2022-2023 DPF allocation meetings and due to event cancellations during the year, the events team have calculated that there will be an additional $29,037.00 rolled over from 2022/23 unspent funds. The roll over amount will be confirmed after end of financial year. It is proposed a portion of this funding ($14,200.00) be allocated to events this funding round and the remainder to be set aside and allocated to events that occur during the year.

Applications that are unsuccessful through this funding process can apply to the next DPF round. All unsuccessful applicants will be made aware of the Committee's decisions and of the next funding round details.

District Promotion Fund criteria

Events have been assessed on the eligibility criteria outlined in the event application pack and on Council's website. Events that meet this criteria have been recommended for funding, including events that are not multi-day, but bring vitality and unique experiences to the region, such as The Frazzled Kiwi Adventure Race Cambridge and Balloons visit Waipā. Events that meet this criteria, are multi-day and can demonstrate a significant economic benefit to the district, have been ranked higher.

The existing criteria has been in place for some time and it is recommended that the criteria for funding eligibility be reviewed before the next full funding round, to align with the vision for how the fund is accessed.

Eligibility and Criteria are set out in Appendix 2. The definitions of the criteria are below:

- **Idea and initiative:** Is the event unique to Waipā? Is it innovative? How does it compare to other events in the district? Does it have a cultural or traditional element?
- **Economic impact/benefit:** Does the event encourage participants/staff/outside visitors to stay/play/dine in Waipā. Does the event offer opportunities for business promotion?
- **Leverage opportunities:** Level that Waipā Home of Champions is promoted before, during and after the event.
- **Local appeal:** Level that our local Waipā community will be involved in and/or interested in the event.
- **National appeal:** Level that a community from outside of Waipā (regional, Island or further within New Zealand) will be involved in and/or interested in the event.
- **International appeal:** Level that a community from outside of the country will travel to New Zealand for the event.

Applications and assessment against DPF criteria

When assessing events against criteria, consideration has been given to the type of event as well as location, to ensure a good mix of events are supported across the district. Where possible, despite a lower criteria ranking, staff have recommended a full fund or partial fund for individual events outside of Cambridge and Lake Karāpiro to support this balance. For example, the 50th Anniversary of the Te Awamutu Music Federation 2023.

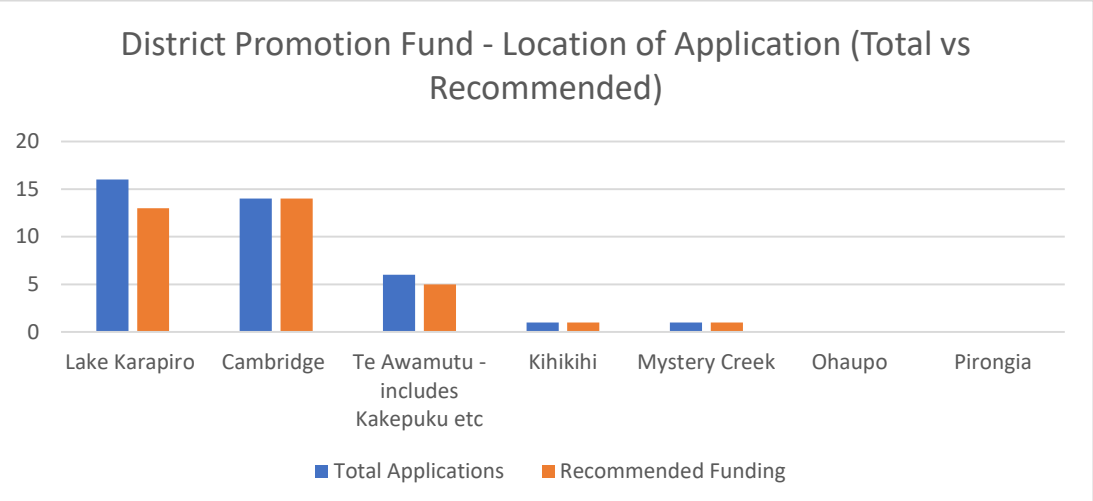
This year 38 applications have been received for the DPF, requesting a total of $319,700.00 in funding. Of these applications thirty were received from the Cambridge/Lake Karāpiro area, one from Mystery Creek, six from Te Awamutu and one from Kihikihi. The majority of events outside of the Cambridge/Lake Karāpiro area have been recommended to receive either full or partial funding.

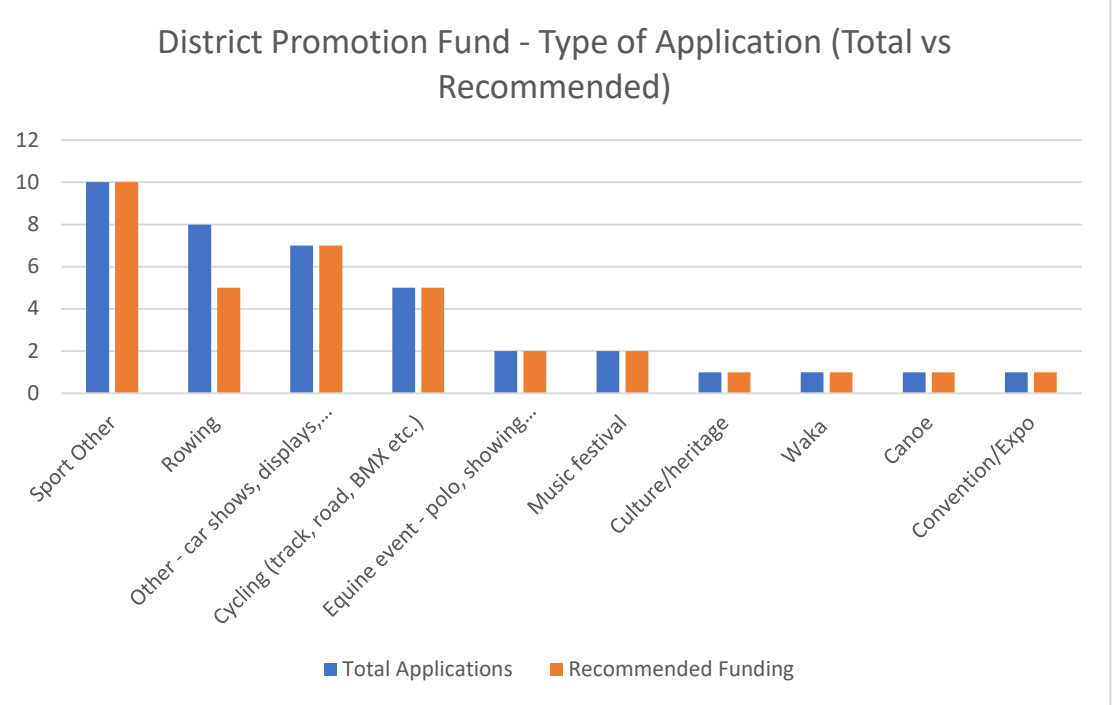
Staff have reviewed the applications against Eligibility and Criteria, proposing funding be considered for 34 applications of the applications received, totalling $164,200.00.

Statistics of Applicants

Locations of <u>all applicants</u>

1. Cambridge	14
2. Mystery Creek	1
3. Te Awamutu - includes Kakepuku etc	6
4. Ōhaupō	0
5. Pirongia	0
6. Kihikihi	1
7. Lake Karāpiro	16





Please refer to the following appendices for further information on the applications for the Committees consideration:

- Appendix 1: District Promotion application assessment sheet 2023-2024 (document number 11012982)
- Appendix 2: Applications (document number 11030465)

Typically, the Committee sets aside some funding from this June round for allocation to events making funding applications later in the year. Staff suggest setting aside $14,837.00 for future applications.

5 SIGNIFICANCE & ENGAGEMENT – KAUPAPA WHAI MANA ME NGĀ MATAPAKINGA

Staff have considered the key considerations under the Significance and Engagement Policy, in particular sections 7 and 8 and have assessed that the matter in this report has a low level of significance.

The level of significance is assessed as low as this decision will not impact on our community and is likely to be of interest to a range of our communities.

6 OPTIONS – NGĀ KŌWHIRINGA

Option	Advantages	Disadvantages
Option 1: Approve the staff recommendation for funding	▪ Recognises the benefits the events will bring to our community. ▪ Council is seen to be supporting events.	As full budget is not utilised, Council may be perceived as not seeing the benefit an event(s) can offer
Option 2: Approve funding that is more than the staff recommendation	▪ Recognises the benefits the events will bring to our community. ▪ Supports more events or supports events at a higher level.	Will leave less budget for future event applications
Option 3: Approve funding to an agreed amount by the committee that is less than the staff recommendation	▪ Recognises the benefits the events will bring to our community. ▪ More budget will be left for future event applications to the fund	Council may be perceived as not seeing the benefit an event(s) can offer
Option 4: Do not approve funding for the events	▪ No advantages	▪ Not delivering on the purpose of the budgeted fund. ▪ The events may not be able to go ahead without funding support from Council. ▪ Council may be seen as not supportive of events.

The recommended option is Option 1. The reason for this is each event has scored well against the criteria, which staff believe is reflected in the amounts recommended.

7 OTHER CONSIDERATIONS – HEI WHAIWHAKAARO

Council's Vision and Strategic Priorities

Council's vision is Waipā Home of Champions – Building Connected Communities. Events connect our people, they contribute to Waipā being a great place to live, work, play and invest in.

Legal and Policy Considerations – Whaiwhakaaro ā-Ture
Staff confirm that option 1 complies with Council's legal and policy requirements.

There are no legal implications associated with this decision.

Financial Considerations – Whaiwhakaaro ā-Pūtea
The total costs to complete the recommended funding is $164,200.00. This amount is budgeted for in the 2023-2024 financial year forecast when the costs will be incurred, leaving $14,837.00 in the fund after the roll over amount has been confirmed following the end of year.

Funding for events that have not provided an event budget have been recommended for funding on principle, with confirmation provided once the budget has been supplied.

Risks - Tūraru

There are no known significant risks associated with the decisions required for this matter.

8 NEXT ACTIONS

Action	Responsibility	By When
Advise applicants of meeting outcome	Event Advisor	June 2023
Work with event organisers on council and event processes	Event Advisor	Ongoing
Process funding once all council and event processes are satisfied	Event Advisor	Ongoing

9 APPENDICES – ĀPITITANGA

No:	Appendix Title
1	District Promotion and Community Event Fund application assessment sheet 23-24 (document number 11012982)
2	Applications (document number 11030465)



Claire Culph
EVENT AND MARKETING ADVISOR



Approved by Sally Sheedy
GROUP MANAGER CUSTOMER AND COMMUNITY SERVICES

APPENDIX 1

District Promotion and Community Event Fund application assessment sheet 23-24 (ECM 11012982)

Score 1-10	**Idea and Initiative** Is the event unique to Waipā? Is it innovative? How does it compare to other events in the district? Does it have a cultural or traditional element?	**Economic Impact/benefit** Does the event encourage participants/staff/outside visitors to stay/play/dine in Waipā. Does the event offer opportunities for business promotion?	**Leverage opportunities** Level that Waipā Home of Champions is promoted before, during and after the event.	Local appeal	National appeal	International appeal	Total out of 60	Comments	Funding successfully received 2021/22	Funding successfully received 2022/23	Funding requested	Funding recommended / allocated
Waka Ama National Sprint Championships 2024	8	9	7	6	8	1	**39**	This week long event offers visible economic benefit to the district with overnight stays, hospitality and retail spend. In 2024 it will be the 34th annual sprint nationals and includes 390 races held over 7 days with more than 10,000 participants and spectators, this is one of the district's largest and longest running events. There are many sponsors competing for branding recognition at the event which does mean there is competition for Waipā Home of Champions brand however, there is still great opportunity for us. The cultural, health, participatory and whānau orientated elements to this event are a great asset for the district and our events calendar.	$ 13,000.00	$ 20,000.00	$ 40,000.00	$ 20,000.00
Great Kiwi Summer Festival Armistice (GKSF) 2023	8	7	5	8	8	0	**36**	This brand new combined event runs over two days in November. It brings water and outdoor based businesses and other recreational clubs/organisations together to celebrate everything about summer. The event will combine Armistice and the Great Kiwi Summer Expo to share event management resource and provide financial stability. It will include boats, bikes, militaria, BBQ mania, water sport activities, wake surf comp, wakeboarding display, waka ama, have a go sessions and food trucks. This is a new event coming to Waipā and a unique type of event being an expo. The event offers opportunities for businesses at a commercial level, but also to community groups that share a love of water. The event will use the Sir Don Rowlands space, outside areas and the river itself. There will be many commercial brands represented at this, given the style of expo it is, however there should be ample opportunities for the brand to be seen at the event and in its promotion.	$ 5,000.00	$ -	$ 8,000.00	$ 7,000.00
Black Friday Blowout	8	8	6	8	5	0	**35**	Black Friday Blowout is a event that sees Alexandra Street, Te Awamutu, transformed in carnival-like street party. There will be family entrainment, face-painting, live music, and street performances along with art and craft stalls. Retailers and eateries offer great discounts throughout the night. The event supports local retailers by encouraging the community to do their Christmas shopping locally. This event bring the community together and celebrates what's great about living in Te Awamutu. The event is asking for a grant of $15,000, therefore a partial fund is recommended to support event promotion. This event applied to the Community Event Fund but think it is better suited to the District Promotion Fund.	$ -	$ 12,000.00	$ 15,000.00	$ 12,000.00
Kihikihi Speedway Opening Meeting and Fireworks 2023	7	4	8	7	6	0	**32**	This event held in October has huge community engagement in Kihikihi and the wider Waipa region as well as the speedway world. It is well attended attracting a wide range of spectators including families, teenagers and middle aged attendees. The Waipā Home of Champions brand is greatly represented through website, Social Media, event programs, commentary and with branding at the event. Additionally, it has massive support from local businesses. There is some economic benefit with people staying overnight and to local mobile caterers employed at the event.	$ 6,000.00	$ 8,500.00	$ 9,500.00	$ 8,000.00
Long Course Weekend	8	5	5	5	6	1	**30**	The event was successfully held for the first time in 2023 attracting elite international athletes competing in a run, bike or swim or compete in all three. It is a 3 day event with an expected number of 4,500 participants plus spectators and is part of a world-wide event programme that is currently hosted in six countries. There is plenty of opportunity to benefit from this event with the Waipā Home of Champions brand and economic spending within the district due to the prediction that most competitors and supporters staying at least 3 nights.		$ 10,000.00	$ 30,000.00	$ 15,000.00

Score 1-10	**Idea and Initiative** Is the event unique to Waipā? Is it innovative? How does it compare to other events in the district? Does it have a cultural or traditional element?	**Economic impact/benefit** Does the event encourage participants/staff/outside visitors to stay/play/dine in Waipā. Does the event offer opportunities for business promotion?	**Leverage opportunities** Level that Waipā Home of Champions is promoted before, during and after the event.	Local appeal	National appeal	International appeal	Total out of 60	Comments	Funding successfully received 2021/22	Funding successfully received 2022/23	Funding requested	Funding recommended / allocated
AGRN - NZ Age Group Road Cycling Championship 2024	7	7	6	5	5	0	**30**	The New Zealand Age Group Road Cycling Championships is a exciting large 3 day event for Waipa in April 2024. The event was previously held in Waipa in 2017 with a record number of 1000 entries. Numbers have declined for 2024 with around 600 - 700 expected. The leveraging opportunities for Waipa Home of Champions are great given the scale of the event and the event will also bring a substantial economic boost to the region with visitors staying and spending in the district.	$ -	$ -	$ 10,000.00	$ 8,000.00
North Island Rowing Club Championships 2024	5	6	5	6	7	1	**30**	This event application is for a club rowing three day regatta open to all rowers taking place at the end of January 2024. During the 2023 year, the North Island Rowing Championships had 2,126 competitors from 39 different rowing clubs across the North Island and expected participant numbers for 2024 are similar to 2023. There are good marketing opportunities to have the Waipā Home of Champions brand at the event.. This is the second-equal largest regatta of the season providing great opportunities to community and to Council.	$ -	$ 3,000.00	$ 3,500.00	$ 3,500.00
Lucas Oil Hydro Thunder NZ Championship Series 2024	6	6	6	5	6	0	**29**	This motor-sport event taking place in February 2024 brings a great local and international audience to Lake Karapiro and is a nice change to the venue as it's a spectator sport, as opposed to just participation. It is expected that there will be 80-100 boats attend from all over NZ and the anticipated competitor numbers could be up to 400 ranging from juniors through to classic race boats plus approx. 5,000 spectators. As the event runs over three days there is economic benefit to our community as well. The sport is unique and showcases Lake Karāpiro as a fit for purpose venue, not just for rowing or canoe based events. A partial fund is recommended.	$ 3,000.00	$ 5,000.00	$ 6,000.00	$ 5,000.00
Karapiro 100 K Flyer	4	4	4	6	7	3	**28**	A road cycling event that starts and finishes outside the Mighty River Domain offering a 100k, 50k and 16k courses. This will be the 4th time that the event has been held at Karapiro and the 23rd year for the event. The organisers have put their efforts in promoting this event to participants outside of the district, making it an attractive event with potential economic benefit. This year they have partnered with Bicycle Revolution and Sarah Ulmer as event ambassador. Although a one day event, the event showcases the region well and will bring some economic benefit with some attendees from further afield staying in/around town before and after the event for the weekend. A partial fund is recommended.		$ 3,500.00	$ 7,500.00	$ 2,000.00
Wake NZ 2024 National Championships	7	5	5	6	5	0	**28**	Wake NZ have held the Nationals event here in Waipā for several years now with great success. The event attracts wakeboarders from over New Zealand to compete for a national title in their age title. There is opportunity to leverage the Waipā Home of Champions brand including branding on all certificates, flyers, rider t-shirts, online, social media, event video and radio and print. There will be some economic benefit due to participants and supporters spending the weekend in the district. Participant and spectator numbers are low (around 300) therefore a partial fund is recommended.	$ 1,000.00	$ 3,000.00	$ 5,000.00	$ 3,000.00

Score 1-10	**Idea and Initiative** Is the event unique to Waipā? Is it innovative? How does it compare to other events in the district? Does it have a cultural or traditional element?	**Economic Impact/benefit** Does the event encourage participants/staff/outside visitors to stay/play/dine in Waipā. Does the event offer opportunities for business promotion?	**Leverage opportunities** Level that Waipā Home of Champions is promoted before, during and after the event.	Local appeal	National appeal	International appeal	Total out of 60	Comments	Funding successfully received 2021/22	Funding successfully received 2022/23	Funding requested	Funding recommended / allocated
Balloons Visit Waipa 2024	7	2	8	8	3	0	**28**	Council has supported this event for six years, running three events with Balloons over Waikato (BOW) for Balloons visit Waipā. 2022 and 2023s events were cancelled due to COVID-19 lockdowns and bad weather. The 2021 event was hugely successful attracting thousands of people of all ages. Being free for the community, it is a fantastic offering for the district. BOW supply five balloons, and Council organises the event including food and beverage, staffing and safety measures, costing around $18,000 in 2021 from Council's event leveraging budget. There is great brand exposure for the Home of Champions brand. Funding in full is recommended however staff resource input from WDC staff members needs to be discussed. No budget included as budget will be confirmed in July 2023 after financial year.	$ 5,600.00	$ 5,600.00	$ 5,600.00	$ 5,600.00
Dressage by the lake 2023	6	5	6	5	6	0	**28**	This application is the only applicant of its kind (dressage) bringing a unique four day event to Waipa. It takes place at the end of November and it is the second time the event has been held however this year it has secured the status of an international level event. Participant numbers expected are 155 plus 1,200 spectators. There are leveraging opportunities for Waipa Home of Champions through printed material, event programme, social media, media coverage, video and signage. The amount requested doesn't quite provide the return on the Waipa Home of Champions brand recognition therefore a partial find is recommended.	$ 3,000.00	$ -	$ 15,000.00	$ 6,000.00
Race to Tieke - Brian Perry Classic 2024	6	6	5	5	5	1	**28**	This golf event is a new application to the fund and is an event that has been held annually in the Waikato for 10 years. In 2023 it moved to the newly opened Tieke Golf Estate located in Waipa. The event caters to professional golfers, elite juniors and playing amateurs and is accompanied by two social functions - a dinner function and a presentation lunch. The event has increased status for 2024 combining as the season-ending Championship for New Zealand Professional Golf Tour named the Jennian Homes Charles Tour. These is good opportunity for Waipa Home of Champions branding with marketing. As the numbers are low, the amount requested doesn't fit the scope of the event and opportunities to Council and the District. A partial fund is recommended.	$ -	$ -	$ 15,000.00	$ 4,000.00
Orchids & More 2023	7	6	6	5	4	0	**28**	This three day event taking place at the end of September, beginning of October at Mystery Creek Events Centre is a new application to the fund. The event includes artistic displays of massed flowering plants, judging along with educational talks and demonstrations throughout the weekend. Th expo dinner is potentially going to be held at a Waipa venue (Tieke Golf Restaurant). the event will provide economic benefit with overnight stays and spend in the district. There are opportunities to leverage the Waipa Home of Champions brand and it is worthwhile partnering with as it provides diversity and is an event that is unique for the unique for the event calendar.	$ -	$ -	$ 5,000.00	$ 4,000.00
NZ Polo National Club Championships for the Savile Cup 2024	6	6	6	5	4	0	**27**	This event is held annually drawing teams representing their clubs nationwide competing for the most sought after trophy - The Savile Cup. This event being held at Kihikihi, Mystery Creek and Cambridge was previously held in Waipa in 2019 and the 2024 event will be the 7th year it has been held at the Waipa. The event helps to showcase the equestrian facilities in the Waipa District and will attract people from outside the district and takes place over 5 days therefore provides economic benefits.	$ -	$ -	$ 4,500.00	$ 4,000.00

Score 1-10	**Idea and Initiative** Is the event unique to Waipā? Is it innovative? How does it compare to other events in the district? Does it have a cultural or traditional element?	**Economic impact/benefit** Does the event encourage participants/staff/outside visitors to stay/play/dine in Waipā. Does the event offer opportunities for business promotion?	**Leverage opportunities** Level that Waipā Home of Champions is promoted before, during and after the event.	Local appeal	National appeal	International appeal	Total out of 60	Comments	Funding successfully received 2021/22	Funding successfully received 2022/23	Funding requested	Funding recommended / allocated
Cambridge BMX Twilight Meet	7	4	6	5	5	0	**27**	The Cambridge BMX Twilight meet is an opportunity for local and national BMX riders to enjoy an evening of riding under lights. Due to the event being in initial planning stages the scope the event is yet to be determined. Event organisers are waiting on BMX NZ to advise whether a Crank-it series, BMX NZ National Super Series and Retro event (old bikes) will be included in the event. The majority of riders will come to Cambridge from around the North Island, and spectators are able to attend free of charge. This event has scope to grow and aligns well with Home of Champions branding and marketing opportunities. Due to this a partial fund is recommended.	$ -	$ -	$ 4,000.00	$ 1,000.00
National Track Series (NTS) 2023	6	6	6	5	4	0	**27**	The National Track Series is held over a weekend in July and again in September. This event is open to U17 to U23 track cyclists throughout the country held at the Grassroots Trust Velodrome with the first round in Invercargill and second and third rounds here in Cambridge. Participant numbers are low bringing in approx. 500 riders, coaches, officials and supporters however riders and supporters are encouraged to stay in Cambridge for 2-3 nights for each event so there is some economic benefit to accommodation providers and local eateries and restaurants. A part fund is recommended	$ -	$ 1,500.00	$ 7,000.00	$ 2,000.00
Christmas Regatta 2023	5	6	5	4	6	0	**26**	This regatta taking place in December is open to all rowers and draws a small number of crews from Australia. The 2022 Christmas Regatta had a total of 2,221 competitors from 47 different rowing clubs from the North Island along with three clubs from Australia. It is on par with the North Island Rowing Championship and kicks off the season in December. There is benefit to the Waipā Home of Champions brand being seen at this event and also provides economic impact due to the numbers coming in to the district for the three day event. It is recommended we fund the top four events on our rowing calendar out of the seven applications.	$ 3,000.00	$ 3,500.00	$ 3,500.00	$ 2,000.00
Frazzled Kiwi Adventure Race Cambridge 2023	7	5	6	5	3	0	**26**	Frazzled Kiwi is a two-hour adventure race that encourages teamwork, aimed at schools, families, students, social adult and corporate groups. 2023 will be the 6th Frazzled Kiwi Adventure Race and they are hoping for it to ultimately become an annual event in the Cambridge calendar. Unfortunately the event was not hosted in 2019, 2020 and 2021 due to Covid-19 disruptions. Overall numbers are quite low for the event (expected numbers approx. 350) and it is only a one day event therefore the economic benefit is low however there is benefit to providing a part fund to showcase the Home of Champions brand and the community involvement.	$ -	$ 3,000.00	$ 5,000.00	$ 3,000.00
Rangiaowhia 160 years Commemoration 2024	9	4	5	6	2	0	**26**	This annual event planned for the 21st of February is the 160th commemoration is valued by Council as well as the communities directly involved in it and the history. The opportunities to market the Waipā Home of Champions brand with this event is challenging due to the nature of the appropriateness of the brand linking with a commemorative type event. It is possibly more suited towards the Community event fund. Traffic management and event logistic costs could be covered with a partial fund.	$ 8,000.00	$ 5,000.00	$ 30,000.00	$ 10,000.00
Dirt Drags 2023	7	4	6	5	3	0	**25**	This is the second year this event has applied to the fund but is an event that has been operating for a number of years. The event aim is to find the fastest bike or car in each class and then determine who the ultimate dirt dragger is for 2023. It is one of the few events to the fund based in Te Awamutu. The event has been consented to a capacity of 2,000 so although it is small in numbers compared to our large events it is a different offering to the community and is certainly worth a partial fund.	$ -	$ 3,000.00	5,000 - 10,000	$ 3,000.00

Score 1-10	**Idea and Initiative** Is the event unique to Waipā? Is it innovative? How does it compare to other events in the district? Does it have a cultural or traditional element?	**Economic Impact/benefit** Does the event encourage participants/staff/outside visitors to stay/play/dine in Waipā. Does the event offer opportunities for business promotion?	**Leverage opportunities** Level that Waipā Home of Champions is promoted before, during and after the event.	Local appeal	National appeal	International appeal	Total out of 60	Comments	Funding successfully received 2021/22	Funding successfully received 2022/23	Funding requested	Funding recommended / allocated
North Island Secondary Schools Rowing Championships (NISS) 2024	5	5	5	5	5	0	**25**	This is a three day school rowing regatta which is used as a preparation regatta for the Maadi Cup regatta. Expected participant numbers are 1,856 plus supporters. There are great marketing opportunities having the Waipa Home of Champions brand at the event and there is economic benefit in hospitality, retail and overnight stays in the district. This is the second-equal largest regatta of the season providing great opportunities to community and to Council.	$ 3,000.00	$ 3,000.00	$ 3,500.00	$ 3,500.00
Canoe Racing Sprint National Championships 2024	6	5	5	3	4	2	**25**	The 2024 Canoe Racing Sprint National Championships event is an annual event which runs over three days covering 200m, 500m, 1000m, 5km and fun races. All clubs from throughout NZ attend along with paddlers from Australia, Cook Islands and Samoa. Participants include young beginner paddlers all the way through to the high performance athletes. The expected number of participants is 300 plus spectators. The amount requested does not cover the return on brand recognition. Visitors coming in from outside of Waipā will bring some economic benefit with accommodation and retail spend being a 3 day event . A partial fund is recommended.	$ 1,500.00	$ 5,000.00	$ 10,000.00	$ 5,000.00
New Zealand Fitness Festival 2023	5	5	6	3	5	0	**24**	This fitness festival brings together CrossFit and functional fitness athletes to compete for the title of fittest in New Zealand. The 2 day event runs over Labour weekend and has sold out with a total of 1,200 athletes participating. The 2021 event was cancelled due to Covid-19 restrictions. This is a unique sport and has become quite popular in recent years. This event utilises Mystery Creek Events Centre and Mighty River Domain highlighting some of the excellent facilities in Waipa. There are branding opportunities for Waipa Home of Champions including livestreaming adverts, videography, signage and merchandise. A part fund is recommended.	$ 7,000.00	$ -	$ 15,000.00	$ 5,000.00
Ngāti Apakura Matariki Celebration 2023	8	4	5	6	1	0	**24**	This is the second year that this event has applied to the fund. The event celebrates the public holiday - Māori New Year (Matariki) on the 15th of July during school holidays. It is possibly more suited towards the Community event fund. The event is an annual celebration of Matariki, the Māori new year in the Waipā. It is hosted by Ngāti Apakura and aims to bring together community, iwi and visitors to celebrate Matariki in a Māori way with Waiata, performances, Kai, activities for kids and an informative presentation on the Matariki constellation. There will be opportunities to leverage the Home of Champions brand through equipment (marquees), website and social media however numbers are low and it is recommended that we do to fund out of the District Promotion Fund.	$ -	$ 2,000.00	$ 22,000.00	$ -
Misty Flicks Film Festival 2023	7	4	5	5	2	0	**23**	A three day film festival to be held in November 2023 at The Regent, Te Awamutu library and Te Wananga o Aotearoa showcasing feature films, short films, experimental films, documentaries and panel discussions for the general public. Included within the festival are film workshops and potentially a lightshow event coinciding with the Black Friday Blowout along with others including an after party, breakfast event and a quiz night. There is opportunity for the Waipa Home of Champions brand to be recognised. A partial fund is recommended.	$ -	$ -	$ 20,000.00	$ 5,000.00
New Zealand National Rowing Championships 2024	5	4	4	4	5	0	**22**	This regatta runs over five days in February and was last held at Karapiro in 2020. The 2021 event was relocated to the South Island due to the Covid-19 restrictions. Expected participant numbers are 851 plus spectators. There is some economic benefit in hospitality, retail and overnight. There are good leveraging opportunities for Waipa Home of Champions at the event being a national event.			$ 3,500.00	$ 3,500.00

Score 1-10	**Idea and Initiative** Is the event unique to Waipā? Is it innovative? How does it compare to other events in the district? Does it have a cultural or traditional element?	**Economic Impact/benefit** Does the event encourage participants/staff/outside visitors to stay/play/dine in Waipā. Does the event offer opportunities for business promotion?	**Leverage opportunities** Level that Waipā Home of Champions is promoted before, during and after the event.	Local appeal	National appeal	International appeal	Total out of 60	Comments	Funding successfully received 2021/22	Funding successfully received 2022/23	Funding requested	Funding recommended / allocated
Rotary International District 9930 Annual District Conference 2024	6	6	5	2	3	0	**22**	This a unique event for Waipa taking place over two day at the Cambridge Town Hall and Sir Don Rowlands Event Centre in May 2024. The aim of the conference is to inform, enthuse and invigorate delegates on sustainability by innovation and solutions based on scientific research on issues that threaten our way of life, environment or institutions. Delegate numbers are expected to be 350 and most will require accommodation for two nights. A partial fund is recommended.	$ -	$ -	$ 8,500.00	$ 2,000.00
Waipari Climbing Festival 2024	7	3	4	4	4	0	**22**	This is a new event celebrating rock climbing which is becoming a popular sport. The festival will raise funds that will be reinvested back into the local area which is known for it's great climbing opportunities. The participant numbers (300) appear low despite the amount of funding requested. The economic benefit is on the lower side as most people will be camping onsite. There are opportunities for branding recognition including EDM's, social media and utilising Waipa Home of Champions equipment. The event is unique and offers variety to the events calendar therefore a partial fund is recommended.	$ -	$ 3,000.00	$ 5,000.00	$ 1,000.00
Cambridge Festival of Sport 2023 (Note have also applied for CEF)	6	5	5	5	0	0	**21**	This is a new event for Cambridge proposed for late November involving sport events for community participants vs sporting athletes and a Gumboot Friday Cambridge Ball. The application is lacking detail however the event offers something different for the community and offers some economic benefit to the community in the use of local suppliers / service providers. Given that it is the first year, a partial fund is recommended.	$ -	$ -	$ 20,000.00	$ 3,000.00
International Female Ride Day 2024	7	5	4	2	3	0	**21**	This is a unique event for Waipa District being a female motorsport event adding diversity to the events calendar. It is anticipated that there will be 200 woman on motorbikes from all over New Zealand riding and staying in the district. The Home of Champions brand can be leveraged through the event promotion i.e. signage, merchandise and there is economic benefit with visitors staying and eating in the district. A partial fund is recommended.	$ -	$ -	$ 6,000.00	$ 2,000.00
50th Anniversary of the Te Awamutu Music Federation 2023	7	4	4	4	1	0	**20**	This is a unique event for Te Awamutu celebrating the 50th anniversary of the Te Awamutu Music Federation with a concert in September with Michael Houstoun as invited guest artist. This event, although small, brings a unique event to Te Awamutu and to our funding. The amount requested fits the scope of the event and opportunities to Council and community.	$ -	$ -	$ 1,100.00	$ 1,100.00
North Island Schools Cycling Championships 2023	5	4	3	4	3	0	**19**	A two day event on the 1st and 2nd of July that attracts around 500 school aged riders plus their supporters from around the North Island competing in 3 different cycling events including a Team Time Trial, Road Race, and Criterium. There is benefit to the Home of Champions brand and also economic impact due to visitor numbers coming into the district for the 2 day event along with additional nights for some who attend pre event training camps. A part fund is recommended	$ -	$ -	$ 5,000.00	$ 3,000.00
Clive Steenson Memorial Regatta	6	4	1	5	3	0	**19**	This is a small regatta taking place at Mighty River Domain catering to all levels of ability and ages from 13-70. It is the first regatta within the club/school season and is a friendly intro for visiting teams to competitive rowing and includes rowers who have only just started out. There is minimal benefit to the district in terms of economic return and marketing opportunities, just given its size and comparing it to the larger regattas. However since it is one of the few rowing regattas hosted by Te Awamutu Rowing and the amount requested is fitting of the opportunities the event brings, a full fund is recommended.		$ 1,000.00	$ 1,000.00	$ 1,000.00

Score 1-10	Idea and Initiative Is the event unique to Waipā? Is it innovative? How does it compare to other events in the district? Does it have a cultural or traditional element?	Economic Impact/benefit Does the event encourage participants/staff/outside visitors to stay/play/dine in Waipā. Does the event offer opportunities for business promotion?	Leverage opportunities Level that Waipā Home of Champions is promoted before, during and after the event.	Local appeal	National appeal	International appeal	Total out of 60	Comments	Funding successfully received 2021/22	Funding successfully received 2022/23	Funding requested	Funding recommended / allocated
Cambridge to Hamilton Paddle Race	5	2	3	4	3	0	**17**	The Cambridge to Hamilton Paddle Race is a celebration of the Waikato River which flows through Waipā. The aim of the event is to demonstrate the importance of keeping our waterways clean and healthy. The event begins in Cambridge and ends in Hamilton therefore people would be more inclined to stay overnight in Hamilton. Participant numbers are small (150 from Waipā and 150 from outside Waipā) therefore the economic benefit to the district is low.		$ 2,000.00	$ 4,000.00	$ 1,000.00
Club Regatta 2023	4	2	3	4	3	0	**16**	This regatta taking place in December is a smaller regatta catering to both school aged competitors and seniors up until age 35. Numbers expected are 1,132 participants plus spectators. There is less benefit to the district in terms of economic return and marketing opportunities, just given its size and comparing it to the larger regattas it's recommended not to fund.	$ -	$ 2,000.00	$ 2,000.00	$ -
Junior Regatta 2024	4	2	3	3	3	0	**15**	This is a small two day regatta in February 2024 open to all age groups with expected numbers to be around 1,300 plus spectators. During the 2023 Junior regatta there were 1,299 competitors from 55 different rowing clubs across New Zealand. There is less benefit to the district in terms of economic return and marketing opportunities, just given its size and comparing it to the larger regattas it's recommended not to fund.	$ -	$ -	$ 2,000.00	$ -
Memorial Regatta 2023	4	2	3	3	3	0	**15**	This is a small club regatta in November 2023 open to all rowers. During the 2022 Memorial regatta, there were 905 competitors from 25 different rowing clubs across New Zealand. There is less benefit to the district in terms of economic return and marketing opportunities, just given its size and comparing it to the larger regattas it's recommended not to fund.	$ -	$ -	$ 2,000.00	$ -
											$ 319,700.00	**$ 164,200.00**
								Available Funding 22/23 budget			**$ 150,000.00**	
								Available roll over budget			29,037.00	
								Deficit			**$ (169,700.00)**	

District Promotion events	
Total funding recommended	**$ 164,200.00**
Available Funding	$ 179,037.00
Amount leftover	**$ 14,837.00**

APPENDIX 2

Applications

District Promotion Fund Applications

- Waka Ama National Sprint Championships 2024
- Great Kiwi Summer Festival Armistice (GKSF) 2023
- Black Friday Blowout
- Kihikihi Speedway Opening Meeting and Fireworks 2023
- Long Course Weekend NZ 2024
- AGRN - NZ Age Group Road Cycling Championship 2024
- North Island Rowing Club Championships 2024
- Lucas Oil Hydro Thunder NZ Championship Series 2024
- Karapiro 100K Flyer 2023
- Wake NZ 2024 National Championships
- Balloons Visit Waipa 2024
- Dressage by the Lake 2023
- Race to Tieke - Brian Perry Classic 2024
- Orchids & More 2023
- NZ Polo National Club Championships for the Savile Cup 2024
- Cambridge BMX Twilight Meet
- National Track Series (NTS) 2023
- Christmas Regatta 2023
- Frazzled Kiwi Adventure Race Cambridge 2023
- Rangiaowhia 160 years Commemoration 2024
- Dirt Drags 2023
- North Island Secondary Schools Rowing Championships (NISS) 2024
- Canoe Racing Sprint National Championships 2024
- New Zealand Fitness Festival 2023
- Misty Flicks Film Festival 2023
- New Zealand National Rowing Championships 2024
- Rotary International District 9930 Annual District Conference 2024
- Waipari Climbing Festival 2024
- Cambridge Festival of Sport 2023
- International Female Ride Day 2024
- 50th Anniversary of the Te Awamutu Music Federation 2023
- North Island Schools Cycling Championships 2023
- Clive Steenson Memorial Regatta 2023
- Cambridge to Hamilton Paddle Race 2023

- Club Regatta 2023
- Junior Regatta 2024
- Memorial Regatta 2023
- Ngati Apakura Matariki Celebration 2023

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: Waka Ama National Sprint Championships 2024
Date of Event: 14th-20th January 2024
Frequency of Event (e.g. 'one-off', 'annual'): Annual
Is your event: ☐ National
Location or venue: Mighty River Domain and Lake Karapiro, Cambridge
Time of event: 7am to 6pm daily
Type of event: (sports/recreation, arts/cultural, community, other?) National sporting event

Section 2 – Event Description

Event outline:
The Waka Ama Sprint Nationals is an annual weeklong event held in January each year at the Mighty River Domain. With 390 races held over 7 days of competition this is the biggest event on the Waka Ama NZ calendar.
While there is a focus on promoting participation and encouraging people to become involved with Waka Ama, there is always a great deal of competitive spirit. Most teams that attend the nationals train very hard for several months prior to the event.
*Day 1,2 & 3 are for competitors under 18 years of age, these are our biggest attendance days
*Day 4 is solely for all age divisions to compete in a single seat outrigger canoe
*Day 5,6 & 7 are for competitors over 18 years of age
This event allows paddlers of all ages from 6 to 75+ years to race competitively among the best in New Zealand if not the world. Over the years this event has helped our paddlers develop their skills and encouraged them to move towards bigger achievements on the world stage.
This event will be a qualifying regatta for the World Sprint Champs being held in Hawaii in 2024.
The sport is building momentum again after the impact of Covid-19 and some extreme weather events affecting many of the waka ama communities across Aotearoa.
This year will our 34th Annual Sprint Nationals, the first event was at Lake Karapiro in 1990.

Other organisations involved in the event and/or providing support: Who / How?
Maori Television – coverage of the event
Mercury – in kind equipment
Te Wananga o Aotearoa – fleet sponsor
Other sponsors yet to be confirmed

Section 3 – Funding and Support

Amount of funding support requested: $40,000.00

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	Entry fees and merchandise sales	$205,000
Community Funders	Waipa District Council, Trust Waikato, Pub Charity	$70,000
Business sponsorship	Sponsors to be confirmed	
Other non-cash contributions / in-kind support	Product and promotional material	In kind

Council requires a copy of your event budget and bank deposit slip

☐ A copy of your event budget

☐ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Event leveraging and in-kind support

Council Event Equipment: Council has some event equipment which can assist your event. This equipment isn't always available and conditions must be met for use. Council staff involvement and resources loaned will contribute to our overall support. Council requires an event to have volunteers to assist with the set up/pack down of this equipment.

Waipā Event Equipment	Required Y/N	Set Up Date	Pack Up Date
Branded 3m x 3m pop up tent (1)	Yes	13th January	21st January
Branded 6m x 3m marquee (1)	Yes	13th January	21st January
Branded 6m x 6m marquees (2)	Yes	13th January	21st January
Inflatable branded bike			
Inflatable branded arch	Yes	13th January	21st January

Lectern with branding			
Crowd control barriers (20)	Yes	13th January	21st January

Section 5 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand: Waka Ama NZ are happy to work with the Waipa District Council to fulfill any specific requirements they would like in terms of recognition and brand use. This can range from links on our website, facebook and twitter, logo on managers booklets and event publications, radio, newspaper and Maori TV coverage.
Opportunity for an official/Mayoral welcome or invitation for elected members to be involved: Invitations are extended to the Mayor and elected members to the event. Please let us know if there are any specific official council delegates you would like to include.
Signage placement: Flags, banners, banner mesh, branded marquees & tents placed around the venue at Gate 2 entrance, Don Rowlands building and lakeside as required by WDC. The clear sided Waipa tent lakeside was in a great spot for our results.
Vocal endorsements: Daily public announcements made and feature the Waipa District Council
Online presence: (please outline any social media or websites your event has): Waka Ama website – regular posts on dedicated 2024 Sprint Nationals Event page Waka Ama facebook and instagram page – regular posts, videos, stories Our Media person will be happy to liaise with the Waipa District Council for any additional requests
Advertising (please specify type and if council's brand will be included): This can range from links on our website, facebook, instagram and twitter, logo on managers booklets and event publications, radio, newspaper and Maori TV coverage. Includes signage placement. Yes the Waipa Home of Champions brand is included.
Complimentary ticketing: Yes, although the event is free to attend
Opportunity for an official/Mayoral welcome: The Mayor always receives an invitation to our event as well as other council delegates. Please let us know if there are any specific official council delegates you would like to include.

Other benefits (please detail all opportunities in full):

This unique annual event continues to grow each year and brings more people into the Waipa District for the weeklong event.

There are opportunities for your media team to compile promotional videos and capture stories from those using your facilities.

We are happy to discuss any other options that may benefit Waipa District Council.

Marketing plan (please include a summary of how you intend marketing this event):

The event is marketed to our membership and the wider Waka Ama community including overseas countries. We also receive substantial coverage leading up to, during and after the event on Maori Television. Media releases are sent prior to the event to all media and results are published daily.

The event is included in the new What's on Waipa calendar.

Video clips featuring the venue and event will be made and shared with the Waipa District Council. The videos from 2023 were shared in our Post Event Report.

Thousands of photos are taken each year by our event photographer Garrick Cameron – Studio 5 – and these are shared widely throughout New Zealand and available for free.

Section 6 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

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

Participants range in age from 6 to 75+ years and are more than likely supported by their families and friends. A full breakdown of 2023 attendance numbers and ages are included in the 2023 Report.

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants	300	3000	50
Spectators	1500	8500	20
Trade	30	20	5

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*

Due to the nature of the races, a majority of the participants will be seeking accommodation 10-40 minutes from the venue. A large number of participants will stay in and around Cambridge. Most people would stay for approximately 3-4 nights, depending on the races they are competing in. Some stay 5-6 nights. Many attendees re-book from year to year to secure their accommodation.

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*

We use many local businesses to provide services and equipment for our event each year as well as food and trade vendors, including X-Site Group, KRI, Event Technique, Central Rent-a-Fence, Vege Fresh, Gourmet Delicious Catering and local traffic/parking groups.

The Mighty River Domain Campground is booked by paddlers for the week of our event and Podium Café is utilised during the event.

Many participants and spectators purchase goods (food, petrol, sundries) at the local shops in Cambridge & Leamington.

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

As an annual event, our members return each year and support the local business throughout the region. They often re-book their accommodation as they are leaving for the following year.
It is very special having the whole waka ama 'whanau' together in one place for the week.
Our Clubs and their Members look forward to competing on Lake Karapiro where our dedicated lanes are laid. It is considered home turf for our paddlers to defend their national titles, set new goals and meet up with old friends from around the country. It has been home to the Sprint Nationals since 1990.
It is also a highlight for our volunteers who meet up to work together for the week, contributing with their time and knowledge back into the sport.
We work closely with the local iwi Ngāti Koroki Kahukura from Karāpiro and they are an integral part of our event.
We are honored and humbled to be the first recipients of the Jim Maniapoto Māori Participation Award at the 2021 New Zealand Sport and Recreation Awards. The award recognised our Waka Ama Sprint Nationals and it's contribution to whānau, hapū, iwi and Māori wellbeing through physical activity (see attachment).
It is a unique event held in the Waipa District that brings people together time and time again.

If you require more space, please attach your answer to this document.

Section 7 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? ☐ Yes
(*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*

What was the outcome, if known?
An Event Application will be submitted and as far as we are aware, we will comply with all the permits/regulations required.

Section 8 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data? ☐ Yes Yes, a full report will be submitted post event including statistics and media and marketing links.

Section 9 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*): [redacted]
Contact person: [redacted]
Postal address: [redacted]
Telephone (including mobile number/s): [redacted] [redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]a [redacted] [redacted]
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted] [redacted]
GST registered? (*please circle*) [redacted] [redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

[redacted]

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Final Checklist – Have you……?

- ☐ Reviewed the fund criteria and expectations of successful applicants.
- ☐ Filled in all areas of this application form.
- ☐ Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.
- ☐ Attached financial requirements: Event budget and bank account details.
- ☐ Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

Waka Ama Sprint Nationals 2024
Budget

Income	
Entry Fees	180,000
Funding/Sponsorship	40,000
Merchandise	30,000
Vendors	40,000
Car Parking	18,000
	308,000
Expenses	
Nationals - Canoes/Transport	14,000
Nationals - General Expenses	50,000
Nationals - Media Coverage Costs	10,000
Nationals - Merchandise Cost of Sales	25,000
Nationals - On-the-Water Costs	45,000
Nationals – Corporate hosting	15,000
Nationals - Traffic Management Costs	38,000
Nationals - Parking Cost of Sales	15,000
Nationals - Vendors Cost of Sales (Power etc)	8,000
Nationals - Venue Costs	63,000
Nationals - Volunteer Costs	65,000
Contingency	5,000
	353,000

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: Great Kiwi Summer Festival
Date of Event: 11 & 12th November 2023
Frequency of Event (e.g. 'one-off', 'annual'):
Is your event: ☐ District/Regional wide x☐ National ☐ International
Location or venue: Mighty River Domain, Lake karapiro
Time of event: 9am – 4pm each day
Type of event: (sports/recreation, arts/cultural, community, other?) Free Community Recreational Festival

Section 2 – Event Description

Event outline:

The Great Kiwi Summer Festival is a brand-new combined event to be staged on the shores of the Mighty Waikato River at Lake Karapiro on the 11th & 12th November 2023. We are bringing water and outdoor based businesses and other recreational clubs/organisations together to celebrate everything about summer!
In recent years Covid has played havoc with the long established iconic 'Armistice in Cambridge' and a newly awaited 'Great Kiwi summer Expo'. Event managers will combine the events for 2023 to provide financial stability, further economic benefit to Waipa and share event management resource. We see this as a smart innovative move to collaborative our resources and to promote this event to a national status. We hope to draw over 15000 people over 2 days (4 nights for exhibitors).

A festival like no other, celebrating all things Summer, this event will look to bring boats, Bikes, militaria, BBQ's and so much more. We will have reenactment displays, camping gear, watersport activities, BBQ Mania, wake surf competition, wakeboarding display, waka ama race, food trucks as well! All day long "have a go" sessions wakeboarding, historic archery, waterskiing, navy boat rides, sailing, flyboarding, paddleboarding, e-bikes and so much more! Imagine a boat expo, kayaks, sailing boats all on the water with live demonstrations.

A place where you can bring your family to purchase a wide range of products ie tents, and outdoor activities ready for the summer season, learn about and join a new club. Fishing - have a go! Smell of the Gourmet BBQ's will light up the venue with a full range of smokers. We will not stop just at on-water products! – with the Te Awa cycleway running through Karapiro domain this is a unique opportunity to showcase recreational bikes too! Have a go in a safe environment. Boats, bikes & BBQ's – this is all wrapped up in "The Great Kiwi Summer Festival." Having the new show at Lake

Karapiro gives exhibitors the ability to showcase their wares on the water. New Zealanders have a passion for boating in all its forms and uses, be it competitive sailing, fishing with some mates from a tinny, having fun a jet ski, exercising on a stand-up paddleboard or exploring waterways in a kayak. Camping and outdoors is in Kiwis DNA, whether you are camping, hiking or 4WD, we love the outdoors. The campground will be full of tents and camping gear to discover, taking the family 4-wheel driving, see what new accessories are available this year

A versatile venue with impressive indoor and outdoor spaces, including the Sir Don Rowlands Centre, in the heart of the Waikato. It covers a total of 19 ha and space is divided up into different zones. • Over 10 Ha of usable outdoor area and over 950 Sqm inside space. • 700 people grandstand. • Te Awa Cycleway running through it. • Pontoons, boat ramp and launching area. • Lake closure so we can operate safe on water displays.
The feasibility report completed by Onfield Solutions Ltd fora boat show in Waikato concluded "from an operational and technical viewpoint it certainly appears that a new show could be successfully delivered in the Waikato, over time it would deliver good benefits for the region.
MarketView data suggests if 10,000 of these attendees come from outside of region for 2 nights, if would bring $4m into local economy.



Other organisations involved in the event and/or providing support: Who / How?

GL Events Ltd
Armistice in Cambridge Inc
Food Vendors
Multiple businesses associated with Recreational goods
Multiple clubs associated with Recreational activities

Section 3 – Funding and Support

Amount of funding support requested: $8000.00

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	*See attached detailed budget*	
Community Funders	*See attached detailed budget*	
Business sponsorship	*See attached detailed budget*	
Other non-cash contributions / in-kind support	*See attached detailed budget*	

Council requires a copy of your event budget and bank deposit slip

☐**X** A copy of your event budget

X☐ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand: The Waipa logo on all marketing and advertising
Opportunity for an official/Mayoral welcome or invitation for elected members to be involved: Yes, all elected members are welcome to join in on the day.
Vocal endorsements: Vai the sound system on the weekend

Online presence: (please outline any social media or websites your event has): Yes, Waipa branding to be online.
Advertising (please specify type and if council's brand will be included):
Complimentary ticketing: free event
Opportunity for an official/Mayoral welcome: n/z
Other benefits (please detail all opportunities in full):
Marketing plan (please include a summary of how you intend marketing this event): See attached

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

Demographic of main audience: (e.g. 18 and under, 35+, families, etc.)
This event will appeal to all ages.

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants	500	1500	
Spectators	5000	6000	
Trade	100	200	

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*
Yes, trade vendors for the Great Kiwi Summer Festival will be needing to stay overnight as well as all participants in Armistice day celebrations.

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*
Local food vendors: Podium Café, x 10 Mobile food trailers selling food (names to be confirmed)
Local AV: SBI productions
Local clubs: waterski clubs, rowing clubs, wakeboard club, dragonboat club, waka ama.
Local papers for advertising,

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

This event was presented to the Lake users meeting at Lake Karapiro in May with a large attendance of local clubs. These groups are hugely enthusiastic and post covid many of the local clubs have been struggling with membership, profile and their inability to fundraise.
This new event will realise a number of benefits including social benefits, increased visitation, enhanced liveability and increased domestic exposure for our district. In particular our local clubs will be able to promote themselves and their club membership.
We believe that the economic benefit to the district will be large with overnight stays, local petrol stations, supermarkets, cafes, restaurants.

If you require more space, please attach your answer to this document.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? (*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*	X☐ Yes	☐ No

What was the outcome, if known?
No consents required

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data? x☐ Yes ☐ No

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*):
Contact person: [redacted]
Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted]
GST registered? (*please circle*) [redacted] [redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in

accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form: [redacted]

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Final Checklist – Have you……?

- ☐ Reviewed the fund criteria and expectations of successful applicants.
- ☐ Filled in all areas of this application form.
- ☐ Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.
- ☐ Attached financial requirements: Event budget and bank account details.
- ☐ Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

Great Kiwi Summer Festival		Budget Festival
Income		
	Major sponsor	$ 5,000.00
	Silver sponsor	$ 2,500.00
GRANTS	Sponsorship - Waipa DC	$ 8,000.00
	Hamilton Waikato Thermal Explorer	$ 40,000.00
	Pub Charities	$ 12,000.00
	Trust Waikato	$ 5,000.00
	Grassroots	$ 7,000.00
	Jumble around	$ 1,000.00
EXHIBITORS		$ 10,000.00
VENDOR & OTHER INCOME		
	Food Vendors	$ 2,500.00
	TOTAL CASH RECEIPTS	**$ 93,000.00**
CASH PAYMENTS		
ADMINISTRATION		
	Administration/wages	$ 15,000.00
	Gate keepers	$ 2,000.00
	NEMS	$ 2,000.00
	Insurance	$ 2,822.00
	Traffic management	$ 5,000.00
	$26,822	
SITE & EQUIPMENT		
	Security	$ 2,500.00
	Site Rental & lake closure ($10,000)	$ 5,000.00
	Armistice site equipment	$ 2,400.00
	KRI (tower)	$ 1,000.00
	$10,900	
PROMOTIONAL EXPENSES		
	Printing costs (programs, lanyards, carpasses))	$ 1,200.00
	Promotion (Facebook, Website, Press, Stuff.co.nz)	$ 36,000.00
	$37,200	
EVENT ENTERTAINMENT		
	Jed Mildon - Jumpflex	$ 1,000.00
	Sound system (SBI)	$ 4,000.00
	Armistice event entertainmnet	$ 12,000.00
	Kids activities	$ 1,000.00
	$18,000	
	TOTAL CASH PAYMENTS	**$ 92,922.00**

work program

WHAT WHO
exhibitors:
site layout

KIWI SUMMER EXPO MARKETING BUDGET PLAN

CAMPAIGN TYPE	Details
Content Marketing	
Graphic and brand development	Creation of marketing promotional material.
Printed flyers/promotional material	Printed tickets for giveaways?
Video and Photo	Capturing footage onsite during event
Print	
Stuff	Regional Papers Waikato Times and Rotorua Weekender. Cambridge Edition, Ham Press, Hauraki Herald, Matamata Chron, Piako Post & South Waikato News.
Stuff.co.nz Digital	MREC or Native ads
NZME	TA Courier, Bay of Plenty, Waikato News, Rotorua Daily or Weekender
The Herald.co.nz	MREC or Native ads
Cambridge & TA News	Local paper
Public Relations	
Press Releases	4 x press releases
EDMs	Visitor and Exhibitor EDMS to database
Chamber of Commerce Newsletters	Editorial
Waikato Tourism EDM & Social Media	Ticket giveaway & Editorial
Social Media	
Facebook Event Ads	Event engagement ads
Facebook/Instagram Campaign Ads	Conversion funnel messaging from interest based targeting, lookalike targeting and remarketing.
Google	
Google Search	Search ads
Google Display	Google Display sites including premium sites such as TradeMe, TVNZ, Stuff, Metservice.
Dispatch & Booking	
Radio	
Commercials	30 second Commercials
Traffic Modules	Traffic Modules
Promotional	On-air & social ticket giveaways

Market Research	
Post event visitor & exhibitor Surveys	Survey Monkey
Signage	
Bus Backs	6 weeks 2 x buses
Onsite event signage	Event wheyfinding, timetables & maps etc.
Outdoor Moveable Trailer	Moveable Billboard trailer (1 month hire)
Digital Billboards	Glowbox or Go Media Hamilton & Tga sites
Roadside signs	Print and Install

PROJECTED SUBTOTAL
SUBTOTAL $ 6,000.00
$ 3,000.00
$ 1,000.00
$ 2,000.00
SUBTOTAL $ 6,000.00
$ 3,000.00
$ 500.00
$ 1,500.00
$ 500.00
$ 500.00
SUBTOTAL $ 500.00
$ 500.00
SUBTOTAL $ 3,800.00
$ 800.00
$ 3,000.00
SUBTOTAL $ 3,000.00
$ 500.00
$ 1,500.00
$ 1,000.00
SUBTOTAL $ 6,345.00
$ 1,945.00
$ 2,400.00
$ 2,000.00

SUBTOTAL	**$**	**200.00**
$		200.00
SUBTOTAL	**$**	**10,200.00**
$		2,400.00
$		3,000.00
$		1,800.00
$		1,500.00
$		1,500.00

$ 36,045.00

Community Event Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024

Section 1 – Event Details

Name of Event: Black Friday Blow Out
Date of Event: Friday 24th November 2023
Frequency of Event (e.g. 'one-off', 'annual'): Annual
Location or venue: Alexandra Street, Te Awamutu (main street and side streets)
Time of event: 5.30pm to 10pm
Type of event: (sports/recreation, arts/cultural, community, other?) Community

Section 2 – Event Description

Black Friday Blowout is a fantastic event that is enjoyed by all members of our community. The main street of Te Awamutu (Alexandra Street) is closed off to traffic and transformed into an incredible "carnival-like" street party!

It is playful and exciting! It consists of fun rides for the children (and young at heart adults), face-painting, live music, street performances, food, art and craft stalls just to name a few.

Retailers and eateries also get on board with the event and offer great discounts. There are also raffles and prizes up for grabs.

The event supports our local retailers by encouraging people to support local and do their Christmas shopping in town. It also encourages 'out of towners' into Te Awamutu as well. Last year we had rave reviews re turnover for our local retailers, food carts and market stalls.

Other organisations involved in the event and/or providing support: Who / How?
Lions Club, Rotary, St Johns, NZ Police and Pippins

- selling raffle tickets for prizes
- supervising children's amusements
- Ambulance Services and Security
- cooking food on the BBQ and selling
- setting up event / packing down event
- any other duties required leading up to the event or on the day of the event
- Local Schools – children's performances – Jump Jam, Kapa Haka, Dance Groups

Section 3 – Funding and Support

Amount of funding support requested: $15,000

What other funding/sponsorship are you seeking for this event?
The Community Event Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek, from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	*Financial support to help the event as well as labour*	*$2,000*
Community Funders		
Business Sponsorship	*Financial support to help fund the event*	
Waipa Networks	*As above*	*$5,000 requested*
CKL	*As above*	*$2,000 requested*
Fonterra	*As above*	*$1,500 requested*
Pak N Save	*As Above*	*$1,000 requested*
Fresh Choice	*As Above*	*$500 requested*
Power Farming	*As Above*	*$200 requested*
Qubik	*As Above*	*$200 requested*
Waikato Construction Mngmt	*As Above*	*$500 requested*
Magills	*As Above*	*1000 Sausages*
Mitre 10		*$1,000 requested*
A lot more businesses to approach yet		
Other non-cash contributions	*We will be approaching local businesses to offer*	
Local businesses	*vouchers for prizes*	

Council requires a copy of your event budget and bank deposit slip

Y A copy of your event budget – **note this is located at the end of this application form.**

Y A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants. **Note this is located at the end of this application form.**

Section 4 – Waipā District Council Recognition

It is important that Council's support is recognised. How might the proposed event do this? If there are other opportunities outside of what is listed below, please include these as well. You can also attach your events marketing plan.

Recognition of the Waipā Home of Champions brand:

As a major supporter of this event, your logo would be placed on all marketing posters. The posters are vibrant and eye catching – they are hard not to notice! The event will also be advertised through many marketing channels (listed below) and where possible, will showcase your logo.

- Corflute signs that will be erected in prominent areas of Te Awamutu (such as i-site, roads (entering and exiting Te Awamutu)
- Facebook, social media
- Chamber website
- Electronic Direct Mail (EDM) from Chamber to database of 500 subscribers
- Emails to schools and community groups
- Posters for shop windows and schools
- Social media posts to community groups (such as Kihikihi and Te Awamutu Grapevine)
- Advertising in the local paper such as the Te Awamutu Courier
- Advertising in local noticeboards
- The Council blow up arch at the event, as well as the barriers (if it isn't windy)

Opportunity for an official/Mayoral welcome or invitation for elected members to be involved:

- Photograph opportunity with Chamber CEO and Chair – for display on Chamber website, local newspaper, social media posts.
- Opportunity for a speech at the event

Vocal endorsements:

When promoting the event "in person" our major supporters names will be acknowledged.

Online presence: (please outline any social media or websites your event has):

- Te Awamutu Business Chamber website – www.teawamutuchamber.org.nz
- Te Awamutu Business Chamber Facebook page - www.facebook.com/teawamutuchamber
- What's on Waipa
- Te Awamutu iSite

Advertising (please specify type and budget allowed):

- We are a not-for profit organization, so our budget for advertising (other than free channels like our Facebook page and website) is low to non-existent. We rely heavily on sponsorship to fund other forms of advertising such as newspaper and printing for signs etc.

Complimentary ticketing or public giveaways that Council can promote:

- The event is FREE for all of our community.
- We will have major prizes up for grabs and we would be happy for council to present one of the prizes on the night of the event!

Other benefits (please detail all opportunities in full):

- An opportunity for Waipa District Council to have an information tent, pop up banners and other marketing materials placed in a prime location.

Marketing plan (please include a summary of how you intend marketing this event):

- Corflute signs that will be erected in prominent areas of Te Awamutu (such as i-site, roads (entering and exiting Te Awamutu)
- Facebook, social media
- Chamber website

- Electronic Direct Mail (EDM) from Chamber to database of 500 subscribers
- Emails to schools and community groups
- Posters for shop windows and schools
- Social media posts to community groups and Facebook pages (such as Kihikihi, Cambridge, Otorohanga and Te Awamutu Grapevine)
- Advertising in the local paper such as the Te Awamutu Courier
- Advertising in local noticeboards
- What's on Waipa
- Isite advertising

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of our local communities. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

Black Friday Blowout is a fantastic event that is enjoyed by all members of our community.

The event attracts many different people from our community and surrounding/outer areas such as Cambridge, Otorohanga, Pirongia – ranging from children to teens, parents, grandparents, community groups, retailers and eateries to name a few! It promotes an "inclusive" environment where all people can feel welcome and have fun. There is no cost to attend this event, which means that our low-socio economic community does not miss out either.

Our business community benefits from this event. Hundreds of people attended last year's event which meant our bars, eateries, local retailers profited from the influx. They also took advantage of the event by getting on board and offering fantastic Black Friday discounts and specials.
The event attracts 'out of towners' to come and do their Christmas shopping in Te Awamutu and helps dissuade community members from spending in Hamilton for example.

We also offered our community groups space to set up their information tents, which was a great way to talk to the public about their cause. For example, Connexu and Census participated.

Lions Club, Rotary and Pippins were also present at the event, and they kindly offered their voluntary services to the Chamber. They helped assist with raffle ticket sales, cooking the BBQ and supervising some of the children's amusements. It was a fantastic demonstration of all groups working together towards a common goal – to create joy for others.

We also had space allocated for our local art and craft community to display their wares and sell. This was a late inclusion to the street party. Bad weather in November forced the annual craft fair from being held on its original date, so the Chamber made space for them and it was appreciated by this community. Some members of this community have felt the economic impact from covid, so it was fantastic to give them an opportunity to showcase again.

We had a range of street performers and facepainting artists showcasing their talents – it was a fantastic opportunity for our community to see this talent in "real life" and to provide paid employment for these artists who have felt the economic "ripple" from covid.

Amusement operators have also felt the "pinch" from covid, so once again, the event gave them an opportunity for some income.

We also had performances from our local schools and community groups – from Puahue School Jump Jam Team (who won North Island title) through to the Te Awamutu Brass and Pipe band. A lot of these groups have not had the opportunity to perform to live audiences due to covid restrictions, so it was great to see them doing what they do best – performing to a crowd!

On a whole, the street party had a fantastic community atmosphere and it was the "antidote" to the strain we have felt as a community since covid arrived. The street party was in essence the first big community event that had happened since covid and it was evident to see just how happy people were to be out and about and living their lives once again!

The Te Awamutu Business Chamber has received such positive feedback that the local community are now expecting this will now naturally happen every year!

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Several thousand people at its peak. We expect even more this year after the fantastic feedback from last year!!!

Numbers expected	**From Waipā**	**Outside Waipā**
Participants	3000	500
Spectators		
Trade		

Participation: How much will you be charging for people to attend your event? No cost, FREE.

Local input: What local businesses or organisations are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*

The entire business community is invited to participate in this event. No one is excluded from this fantastic community-wide event. Last year hundreds of people attended the event which meant our bars, eateries, local retailers profited from the influx. They also took advantage of the event by getting on board and offering fantastic Black Friday discounts and specials.

As mentioned previously – last year Rotary, Lions Club, Pippins assisted with helping out. Other community organisations such as Connexu and Census had their information tents on-site.

Increased wellbeing: The underlying purpose of the Community Event Fund is to support grass-roots events that create opportunities to build and celebrate community pride and for our communities to connect and celebrate diversity. To what extent does your event have the potential to meet this objective and benefit the wellbeing of Waipā's residents?

On a whole, the street party has a fantastic atmosphere and benefits so many groups within our community. It is FREE and inclusive of our low-socio economic population. It is family friendly, fun and safe! A chance to provide economic support for our "performing arts", "craft" and "amusements" community. Creates an opportunity for our businesses to profit through sales. As the event is close to Christmas, it also attracts 'out of towners', 'rural and isolated' communities to come and join in the festivities and do their Christmas shopping in Te Awamutu. It also helps dissuade community members from spending in Hamilton for example.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? **Yes**

(*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*

What was the outcome, if known?

We held this event very successfully last year and it is our intent to replicate the event again this year with even more attendees and attractions.

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion. The template can be found on our website or request a form at events@waipadc.govt.nz. Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event costs, outcomes achieved, attendee numbers and feedback, and other such post-event data? ☐ Yes - Within reason, we do not have an exact way to count participants as an example.

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*):
Trading name (*if different*):
Contact person:
Postal address:
Telephone
Email:
Is the event organiser/organisation team paid or voluntary?
Is the applicant a legal entity?
GST registered? (*please circle*)

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public Meeting Agenda. 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:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Final Checklist – Have you……?

- [Y] Reviewed the fund criteria and expectations of successful applicants
- [Y] Filled in all areas of this application form
- [Y] Completed/attached your 'Benefits Analysis – Increased Wellbeing' response
- [Y] Attached financial requirements: Event budget and bank account details
- [Y] Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: Events Advisor
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

WAIPĀ
HOME OF CHAMPIONS

Supporting documentation

Event budget

Black Friday Blowout 2023 Budget	
Advertising	$500.00
Advertising - Printing	$2,000.00
Traffic Management	$9,000.00
Amusements/Entertainment	$10,000.00
St Johns	$1,500.00
Toilet Hire	$1,000.00
Equipment Hire	$1,000.00
Sausage Sizzle Shopping/Raffle Misc	$500.00
Bin Hire	$750.00
Total Operating Expenses	**$26,250.00**

Bank Details



District Promotion Fund Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: Kihikihi Speedway Opening Meeting and Fireworks
Date of Event: Saturday 28th October 2023
Frequency of Event (e.g. 'one-off', 'annual'): Annual
Is your event: ☑ District/Regional wide ☐ National ☐ International
Location or venue: Kihikihi Speedway, Kihikihi Domain
Time of event: 5.00pm
Type of event: (sports/recreation, arts/cultural, community, other?) Motorsport

Section 2 – Event Description

Event outline: The speedway event will begin at 5pm with a race meeting consisting of the following classes: Stockcars, Ministocks, Sprintcars, Midgets, Saloons and Superstocks. At the completion of the racing, a professional fireworks display will take place.
Other organisations involved in the event and/or providing support: Who / How? Speedway New Zealand Officials run the races on the night. They provide volunteers to Referee the racing & Stewards to check that drivers follow correct protocols. Te Awamutu Association Football Club earns funding through assisting with the parking of public cars & rubbish clean up at the end of the event.

Section 3 – Funding and Support

Amount of funding support requested: $9500.00

What other funding/sponsorship are you seeking for this event?

The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	Fixed costs, staff reimbursements, ambulance, fire crew, radio hire, track prep, Speedway NZ Fees, prize money, trophies, security, advertising, Facebook.	*$41,850.00*
Community Funders	Will be applying through Pub Charity for funding for the Ambulance. Not confirmed at this time.	
Business sponsorship	*Not confirmed at this time.TBC* *Estimate; Based on past sponsorship per Meeting*	*$1500.00*
Other non-cash contributions / in-kind support		

Council requires a copy of your event budget and bank deposit slip

☑ A copy of your event budget

☑ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand: The branding will be displayed prominently throughout the night through signage, programs and commentary as well as on our website and Facebook page.
Opportunity for an official/Mayoral welcome or invitation for elected members to be involved: There is an opportunity for an official welcome at the beginning of the meeting. Could also have the Mayor do the countdown to the start of the fireworks. We would also encourage elected members to attend our event to see firsthand the community involvement.
Vocal endorsements: There will be live commentary throughout the night which will include endorsements to the Waipa Home of Champions Brand

Online presence: (please outline any social media or websites your event has): We have both a website, Facebook & Instagram page which will display the Waipa Home of Champions Brand
Advertising (please specify type and if council's brand will be included): We have an advertising budget of $4250 which includes advertisements in the Courier, Cambridge Press and the South Waikato Times as well as radio advertisements on a range of stations.
Complimentary ticketing: Complimentary tickets as required can be arranged. We have given out family passes through WDC facebook as a promotion.
Opportunity for an official/Mayoral welcome: There is opportunity for an official welcome at the beginning of the meeting or countdown to the start of the fireworks.
Other benefits (please detail all opportunities in full): The clubhouse is available to Waipa District Council staff and families if required and we also have space for a marquee to be set up in our corporate area. There is also a wide range of mobile Caterers onsite providing a variation of different food & drinks.
Marketing plan (please include a summary of how you intend marketing this event): Our marketing plan consists of our advertising as described above, combined with promotion on our Facebook page & website.

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

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

Mainly Families. Our family entry fee is the same price as 2 adults so kids are free which encourages family attendance.

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants	40	80	
Spectators	1500	2500	
Trade			

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*
Staying Saturday night for the weekend. One of our season sponsors is Albert Park Motor Lodge so both spectators and participants are encouraged to book with them if they are staying in the area.

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*
The following local businesses give us support through season sponsorship and various services: McDonalds Te Awamutu, Full Flow Engineering, Waipa Hire, Placemakers, Adlite Signs, Numax Industries Ltd, McFall Fuel, Chris Odlum Electrical Ltd, Bain Liquids Disposal, Albert Park Motor Lodge, Central Metals, Deane Mark Auto Electrical, Edwards Engineering Services Ltd, Rosetown Motor Group, McGuire Drainage and Contracting, Murray Gane Plumbing, R.W.F and Earthworks Ltd, Carters Tyres, Road Haulage Ltd, Outback 4x4, 180 Photography, Sportsweb Photography, Devoy Panelworks, Central Café, Te Awamutu Tractors, Kempthorne Transport, The Tank Guy, Town & Country Motors, Irwin Truck and Bus, Kiwi Truck Tyres, Office Works Ltd, Safewise, Fleming Homekills, Cut Fold NZ, Wackrows, Totalspan, Quality Construction & Interiors, HTSL Diesel Mechanical, Wilkspenny Motorcycles, Tall Poppy Real Estate, Te Awamutu Bulk Spreaders and Simon Boshier.
We use the following local Mobile Caterers to sell food & drinks at our venue; Doe & Co, Cosana, Mr Whippy Ice Creams, Central Mobile Caterers, Hoops & Scoops & Marty's Coffee Cart.

Increased Wellbeing:
The purpose of the District Promotion Fund is to promote the district as an attractive place to live, work, invest in or visit. To what extent does your event have the potential to meet this objective?
Over previous years we have built up a reputation for putting on a great night's racing, followed by a fantastic firework display. This event is arguably one of the biggest in our calendar. We are the only speedway track in the Waipa district and as such, a large number of our competitors and spectators travel from outside the region. We often have drivers and spectators coming from as far afield as Auckland, Gisborne, Taranaki, Hawkes Bay and even Wellington and Christchurch. Bringing such a wide range of people to the Waipa region is fantastic for our local economy as people travelling from such a distance often come for the weekend and stay in local accommodation, frequent local cafes and restaurants and experience life in the Waipa region for a few days. Our fireworks display attracts even more people who may not be as interested in the racing but come along for a family night out and gives a slightly different demographic the chance to experience all that the Waipa region has to offer.

If you require more space, please attach your answer to this document.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? (*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*	☑ Yes ☐ No
What was the outcome, if known? The consent for the fireworks is organized by Martyn Van Tiel of Van Tiel Pyrotechnics Ltd through the Waipa District Council. Kihikihi Speedway has a Resource Consent to run 10 race meetings between 1st September & 31st August (speedway calendar year).	

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data?	☑ Yes ☐ No

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*):
Contact person: [redacted]
Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted]

GST registered?	[redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

[redacted]

Final Checklist – Have you.....?

- [x] Reviewed the fund criteria and expectations of successful applicants.
- [x] Filled in all areas of this application form.
- [x] Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.
- [x] Attached financial requirements: Event budget and bank account details.
- [ ] Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to:	events@waipadc.govt.nz
Post to:	District Promotion Fund Waipā District Council Private Bag 2402 Te Awamutu 3840
Deliver to:	101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

FIREWORKS MEETING BUDGET 2023

FIXED COSTS	**$12,500**
STAFF Reimbursements	**$600**
Security	**$1,000**
AMBULANCE	**$1,200**
RADIO HIRE	**$450**
TRACK PREP	**$500**
SNZ FEES	**$300**
PRIZEMONEY	**$9,500**
Trophies	**$1,200**
FACEBOOK	**$200**
Announcer	**$400**
Photographer	**$250**
FIREWORKS	**$9,500**
TOTAL	**$37,600**

ADVERTISING

COURIER	**$550**
CAMBRIDGE PRESS	**$500**
SOUTH WAIKATO TIMES	**$500**
RADIO	**$2,700**
TOTAL	**$4,250**
TOTAL COST	**$41,850**

INCOME

SPONSORSHIP

TBC	**$1,500**
GATE TAKE	**$48,000**
TOTAL INCOME	**$49,500**

PROFIT $7,650

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: Long Course Weekend NZ
Date of Event: 13th – 15th April 2024
Frequency of Event (e.g. 'one-off', 'annual'): Annual
Is your event: ☐ District/Regional wide ☐ National ☑ International
Location or venue: Mighty River Domain, Karaprio
Time of event: Over three days – 13th April to 15th April , 2024. Each day has a different start time. Please refer to https://www.lcwnewzealand.com/ for further details on event timetable.
Type of event: (sports/recreation, arts/cultural, community, other?) Sport & Recreation

Section 2 – Event Description

Event outline: The Long Course Weekend – 3 days, 3 sports, 4 markets. The future of sport tourism. Long Course Weekend is a run/swim/bike event held over the course of three days. Day one presents the swim events, day two the bike, day three the run. Competitors can choose to mix and match from the three options and various distances in these modalities. This format of event is highly inclusive, allowing massive potential in the New Zealand market. This event is already run successfully in five countries around the world (Wales, Netherlands, Belgium, Spain, Australia and Dubai) and is now larger than the Ironman in the founding country (Wales). New Zealand had their 1st LCW event in 2023 which went successfully for a first time event, providing the economic and environmental factors that the country/world was in at that time.
Other organisations involved in the event and/or providing support: Who / How? Event Promotions will use a number of local organisations for this event. There will be a large contingent of course marshals and event volunteers required – gathered from local schools, sports clubs and other organisations. Local traffic management companies will be contracted and we will to get local businesses involved as food vendors, entertainment stalls etc.

Section 3 – Funding and Support

Amount of funding support requested: $30,000

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	*Cover costs of race numbers, event staff/volunteers, cover event shortfall (if any)*	
Community Funders	*Regional event fund application – waiting to hear the outcome*	
Business sponsorship	*Seeking corporate sponsorship for the event – no contracts signed currently*	
Other non-cash contributions / in-kind support	*Spot prize and podium prize donations*	

Council requires a copy of your event budget and bank deposit slip

☑ A copy of your event budget

☑ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand:
We will require the inflated Branded Bike and crowd control barriers.
The council has opportunity to promote their brand and region at this new event. The proposed event idea aligns well with the Home of Champions branding as it is an event for anyone and everyone to get involved with. Attracting elite international athletes and people attempting their first run, bike or swim. This branding can be placed on event EDMS and other communication including announcements and further marketing

Opportunity for an official/Mayoral welcome or invitation for elected members to be involved:
They are welcome to participate in the event welcome, any starts for the event or prize giving's that are held. Also opportunities to address participants during event registration or host an evening talk prior to the event starting – or on an evening during the event.

Vocal endorsements:
Throughout the three days of events Waipa will be mentioned in the sponsors lists during all announcements made by the MC. At prize giving there will also be vocal plugs.

Online presence: (please outline any social media or websites your event has):
We have our own Long Course Weekend NZ website created by the team in Wales (founders of the event), and is managed by our own Event Promotions Team. The event will also be advertised on all other Event Promotions online platforms such as Website, EDM's, Facebook, Instagram, Running calendar, EventFinder, StuffNZ, Billboards, and other marketing materials as outlined in the attached Marketing Plan.
www.eventpromotions.co.nz
https://www.facebook.com/EventPromotionsNZ
Instagram: eventpromotionsnz
www.eventpromotions.co.nz
https://www.lcwnewzealand.com/

Advertising (please specify type and if council's brand will be included):
We have allowed a $30,000 marketing budget for the event.
The Waipa District Council's logo will be advertised on all platforms below regarding the event:

This budget will be broken down into below factors (rough estimates so far)
Promotion Materials eg videos, photos and graphics - $3000
Social Media (Facebook and Instagram) - $10000
Google Ads $4000
Radio and Print - $2000
Website - $2000
Billboards/Signage - $3000
EDM - $2000
International Promotion - $4000

Complimentary ticketing:
Access to an allocated number (TBA) free entries for any of the three modalities – with subsidised entries for extra families/clients/employees that would like to participate in the event.

Other benefits (please detail all opportunities in full):
A great opportunity to be part of this new event getting off the ground in the Waipa District. Any ideas are open for discussion as we are still in the planning phase of the event and this will be the second year it is held.
The community of Waipa will extremely benefit from this event, as we will be partnering with more sponsors and local groups/schools/vendors etc who will draw spectators to the event as well.
We are also introducing a kids' race (TBC) which will hopefully draw more people to the event as well.

Marketing plan (please include a summary of how you intend marketing this event):
Please refer to marketing plan attached.

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

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

Based on 2023's data, the largest age demographic for the event is 50+ years, with 59% of participants being Male. 41% were female athletes and the second largest age demographic were people of ages between 31 – 50 years.

Last year, the Karapiro Marathon was the largest modality, as it appealed to the widest audiences and required the least amount of equipment.

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants	300	4000	200
Spectators	800	10,000	550
Trade	50	50	-

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*

There will be a large push to advertise local accommodation providers. We believe there will be a large contingent of competitors and supporters staying at least three nights for this event (as it runs over three days). Based on data from Wales and expected competitors' numbers we have created the below economic output possibility. Accommodation providers are advertised on the www.lcwnewzealand.com website.

If we base this on an average of 4500 participants at the event, who all bring an average of 2.7 people each. A prediction of 3.1 nights per person (due to the duration of the event and that it is hosted on a national long weekend) with average costs at $140 for accommodation and $100 for spending.
4500 participants x 2.7 people = 12,150 visitors
12,150 visitors x 3.1 nights = 37,665 total nights
37,665 total nights x $140 average accommodation cost = $5,273,100
12,150 total visitors x $100 average daily spend = $1,215,000
TOTAL = $6,488,000

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*

We expect local schools, sports clubs and other organisations to participate as event volunteers and marshals – these are all TBC but we will be using local groups as they bring more knowledge and create a great atmosphere for the event.

Local food vendors will be involved as the Mighty River Domain will need help to provide for the large number of competitors and spectators we are expecting. A variety of vendors will be approached. We hope that some local restaurants will come on board with event specials for the weekend that we can deliver to competitors in race bags or online event information. – All TBC

Increased Wellbeing:

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

This event fits into the local environment well as we plan to use the river, running pathways and local country roads for the courses. Utilizing all facilities from the one venue and showing that Waipa can be a one stop shop for numerous physical activities promotes the area well as a great place to visit.

Local, regional and national campaigns will be launched with graphics of the venue and surrounding areas to showcase these as a great destination for the long weekend and this event.

If you require more space, please attach your answer to this document.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? ☑ Yes ☐ No

(*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*

What was the outcome, if known?

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data? ☑ Yes ☐ No

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*):
Contact person: [redacted]
Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted]
GST registered? (*please circle*) [redacted] [redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form: [redacted]

Position in organisation: [redacted]

Daytime contact phone number: [redacted]

Signed: [redacted]

Date: [redacted]

Name of person completing form: [redacted]

Position in organisation: [redacted]

Daytime contact phone number: [redacted]

Signed: [redacted]

Date: [redacted]

Final Checklist – Have you……?

- [x] Reviewed the fund criteria and expectations of successful applicants.
- [x] Filled in all areas of this application form.
- [x] Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.
- [x] Attached financial requirements: Event budget and bank account details.
- [x] Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to:	events@waipadc.govt.nz
Post to:	District Promotion Fund Waipā District Council Private Bag 2402 Te Awamutu 3840
Deliver to:	101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

Regional events fund - paid	55200
Regional events fund – still to be paid	13800
Waipa District Council	11500
Sponsorship – corporate	7000
Entry fees	79716
Merchandise sales	2340
Total income inc GST	169556

Event Promotions administration	22000
Contracted event director	17000
Event key delivery staff	6700
Travel	800
Gameday online fees	1594
Shoe bags	6860
Photocopying / laminating	550
Aramax couriers	300
Cycle shirts	5200
Meals	1150
Franchise fee	38000
Road closure notices	400
Brebner print – graphic designer	1200
Banner Mesh	1900
Marketing	16500
Red Carpet	2116
Drink Bottles	6433
Traffic Management	17065
General office expenses	750
Fencing	120
Course supplies	100
Petrol vouchers	500
Medals – Weijie Badges UK	6147
Medals – Badges & Medals	17297
Venue hire	9973
Nems Medical	4522
Volunteer Groups	2500
Expand a sign	2145
Print Run – race numbers	480
Timing Company	4011
MC	600
Audio Solutionz	2662
Shirts inc polo	2794
Surf Life Saving	575
Toilet hire	150
Refunds	6300
Total expenses inc GST	207349

Note: all amounts include GST

AGRN -2024.

District Promotion Fund Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: NZ Age Group Road Cycling Championships
Date of Event: 19th 20th 21st April 2024
Frequency of Event (e.g. 'one-off', 'annual'): one off
Is your event: ☐ District/Regional wide ☑ National ☐ International
Location or venue: Leamington School Cambridge
Time of event: 8am to 4pm each day
Type of event: (sports/recreation, arts/cultural, community, other?) Sport

Section 2 – Event Description

Event outline: This is the National Road Championships for all AGE GROUP Road Cyclists, from Under 15's to Over 80's
Other organisations involved in the event and/or providing support: Who / How? Other local Cycling Club ie. Te Awamutu Sports Cycling. Will help provide volunteers.

Section 3 – Funding and Support

Amount of funding support requested: $10,000

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	*From entry fees*	*$60,000*
Community Funders *Waipa Council*	*Local gaming Trusts – Grassroots Trust*	*$20,000* *$10,000*
Business sponsorship	*Various*	*$10,000*
Other non-cash contributions / in-kind support		

Council requires a copy of your event budget and bank deposit slip

☑ A copy of your event budget

☑ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand: Brand can be included in all event communication material, web site, signage, newsletters, event advertising, announcements, social media etc.
Opportunity for an official/Mayoral welcome or invitation for elected members to be involved:

Invitations will be sent to Mayor and councilors and could help with presentations.

Vocal endorsements:

MC will do this on regular time slots.

Online presence: (please outline any social media or websites your event has):
Event web site and much social media coverage. Dedicated social media person will be allocated to event.

Advertising (please specify type and if council's brand will be included):
Online and looking at a one off advert in local Cambridge paper

Complimentary ticketing:

N/A

Opportunity for an official/Mayoral welcome:
Yes the Mayor could attend the Event managers Meeting on the Thursday prior to racing.

Other benefits (please detail all opportunities in full):

Marketing plan (please include a summary of how you intend marketing this event):

In general most making will be via online, as we have access to all competitors email address it is easy to contact direst, there will also be regular social media posts, and web site updates and monthly news letter.

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

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

We last organized this event in Cambridge in 2017, that year had a record 1000 entries. Numbers have declined. We expect to get 700 but maybe only 600.

Number in 2017, were U19 was 211, 20 to 34 was 150 and over 35's 600

As I have said I expect about 600 to 700 only for 2024.

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	**From Waipā**	**Outside Waipā**	**Overseas**
Participants	70	630	N/A
Spectators	300	200	
Trade			

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*

Accommodation details will be on web site with Waipa providers

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*

We use local providers when possible.

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

It will continue to provide exposure of how great it is to live in the region and the great cycling opportunities available to them.

If you require more space, please attach your answer to this document.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? ☐ Yes ☑ No

(*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*

What was the outcome, if known? NOT YET, TMP etc will be required.

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data? ☑ Yes ☐ No

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*): [redacted]
Contact person: [redacted]
Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted]
GST registered? (*please circle*) [redacted] [redacted] [redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

[redacted]

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

As at May 2023 for Club Nats 2024	Club Nats
ITEM	
Entry Fees (600x$100) Hope for 700	$ 60,000
Recreational Riders	
Sponsorship	$ 10,000
Trust Grants	$ 20,000
Council Sponsorship	$ 10,000
Category Sponsorship	$ -
Funding other sources	
	$ -
Cycling NZ Funding	$ -
TOTAL INCOME	**$ 100,000**

EXPENDITURE

ITEM	
Race Operations	
CNZ Officials Travel	$ 5,575
CNZ Officials Accommodation	$ 5,125
Dynamo Staff Travel & Accommodation	$ 1,000
Tables / Chairs Hire - Dynamo	
Portaloo Hire	$ 2,260
Generator Hire x3	$ 450
Traffic Management Plan / Design and approval	$ 32,345
Level 1 Traffic Management RR	
Level 1 Traffic Management TT	
Site Security	$ 2,100
Digital Clock Hire	$ 250
Sponsors Spectator Barriers - 400m@$5pm	$ 2,000
Spectator Barrier Hire	
Event Vehicle Co-ordinator	$ 500
Event Marshals	$ 4,500
Event Marshal Co-Ordinator	$ 500
Sound System Hire	$ 1,200
Finish Gantry Hire	$ 500
Finish Gantry Artwork & Wrap	$ 750
Finish Gantry Wrap	
Non-Traffic Management Equipment Set-Up 500x3	$ 1,500
hire of Polo Grounds for Parking	$ 1,000
Rubbish Collection	$ 250

Medical Cover	$	3,300
Communications RT hire & connections	$	1,000
Vehicles Hire		
Vehicle Fuel	$	1,000
Vehicle Signage - all officials vehicles 20 x$40	$	800
Venue Hire	$	1,450
Finish Flag / Bell / Lap Board / sign in board	$	200
Finish Video Cameras (Dynamo)	$	-
Start Gun / Watches / Voice Recorders (Dynamo)		
Truck Trailer Stage Hire	$	1,200
Announcer x 1 for 3 days	$	1,500
Announcer Flights		
Electronic Timing System ($2250x3)	$	6,750
WheelTags		
Race Numbers	$	1,295
Frame Numbers		
Helmet Numbers (Recreational riders only)		
Time Trial Starting Ramp (Dynamo)	$	-
Time Trial Starting Ramp Gazebo (Dynamo)		
Podium / (Dynamo)		
Podium Backdrops	$	700
Podium Presentation Flowers/Wine	$	900
Championship Programmes Design	$	750
Championship Programmes Print	$	1,000
Event Race Packs		
Event Race Packs		
Recreational Ride Spot Prizes		
Additional Event Management Staff fees		
SUB TOTAL	**$**	**83,650**
Marketing & Promotion		
Print Media Advertising / Media Releases	$	3,250
Printing DLE's and other		
Event Posters and Design	$	1,000
Pull up Banners for shops		
Maps, timetables & Spectator Guides- design	$	750
Proposals Compilation	$	1,300
Street Promotional Signage and Design		
Street Promotional Signage Placement & Removal		
Radio/TV Advertising / Media Releases	$	2,000
Web Site Registration & Hosting	$	2,000
Web Site Design & ongoing updates		
Event Insurance (Dynamo)		

Contingency Funds / Petty Cash	$ 500
Residents Information Flyers Design	$ -
Residents Flyer Print	$ 200
Residents Flyer delivery	$ 1,000
Resident Bus Stop Flyers Print	
Event Filming / photography / production (500x3)	$ 1,500
Letterhead / logo design / branding design	
Jersey for Recreational Ride	
Crowd giveaways and Cow Bells	
Pre Event trip cost	
SUB TOTAL	**$ 13,500**
Administration	
General printing & Stationary costs	$ 450
Event on line entry fee	$ 2,850
Merchant Fees / entries	$ 800
PO Box Rental	
General Misc whistles, velscro etc	$ 150
Event Management & Health and safety plan	$ 750
Event Volunteers Refreshments / lunches	$ 1,200
Race Director / meetings / budget	
Accounting Bookwork Services	
Accounting Ernst Young & Auditing Services	
Gear Storage	
Phone & Data charges	$ 750
SUB TOTAL	**$ 6,950**

EXPENDITURE TOTAL	**$ 104,100**

SURPLUS / DEFICIT	**-$ 4,100**

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: North Island Rowing Club Championships
Date of Event: 27th – 29th January 2024
Frequency of Event (e.g., 'one-off', 'annual'): Annual
Is your event: ☐ District/Regional wide X National ☐ International
Location or venue: Lake Karāpiro, Mighty River Domain
Time of event: 08:00 – 18:00
Type of event: (sports/recreation, arts/cultural, community, other?) Sport/Recreation (Rowing)

Section 2 – Event Description

Event outline: This is a club rowing regatta open to all rowers. With events for all boat classes and competencies, this regatta provides all rowers a field within which they can be competitive. This regatta runs a traditional format, draws a steady number of competitors annually. This is the ultimate Championship Regatta of the season, where the top athletes of the During the 2023, North Island Rowing Championships there were 2126 competitors from 39 different rowing clubs across North Island.
Other organisations involved in the event and/or providing support: Who / How? New Zealand Rowing Association (NZRA), trading as Rowing New Zealand (RNZ), is the governing body of rowing in New Zealand.

Section 3 – Funding and Support

Amount of funding support requested: $3 500-00

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	KRI be self-funding our budgeted overhead amount less sponsorship amounts received.	$98 268
Community Funders	NZCT (salaries)	TBC
Business sponsorship	KRI is supported by a number of sponsors, both local and national, that are recognized through exposure at our events and online.	$5 281
Other non-cash contributions / in-kind support		

Council requires a copy of your event budget and bank deposit slip

☐ A copy of your event budget

☐ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand:
You will be offered all the benefits afforded to both our Event and Merchant sponsors. Waipā District Council will have naming rights to at least one of the events of this regatta and all other regattas of the season. During the 2023 North Island Rowing Championships, Waipa District Council was allocated five sponsored races for the event.

You will have the ability to attend these regattas to promote your service to our community. Key resources published for these regattas will recognize your support (e.g., regatta program, results, etc.).

Opportunity for an official/Mayoral welcome or invitation for elected members to be involved:
An available member of the KRI Executive Board would be happy to welcome any members of your team to the event. KRI would also be willing to provide an area for Council to host a hospitality function.

Being a Championship Regatta, Council can nominate a representative to award the medals for the Council Sponsored races. During the 2023 event both Mayor Susan O'Regan and Deputy Mayor Liz Stolwyk were present to award event winners their medals.

Vocal endorsements:
Repeated mentions by the commentator over the venue speaker system for each of Waipa District's Council Sponsored races. During the North Island Rowing Championships in 2023, Waipa District Council had five sponsored events for the regatta. The blurb is provided by Waipa District Council.

For the past season this was *"Waipa District Council is proud to call Waipa the Home of Champions. Council knows events like this will be playing a huge role in our successful recovery from the COVID-19 impacts and we are looking forward to a busy season ahead. Stay safe and make the most of these activities with friends and family."*

Online presence: (please outline any social media or websites your event has):

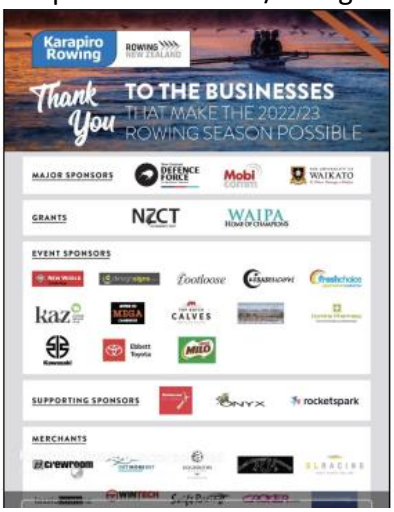
All of KRI's online platforms shall support and engage with Waipa District Councils own online platforms.

Website: Link

Facebook: Link

Instagram: Link

Examples of Facebook/Instagram posts include the following posted over the last year:





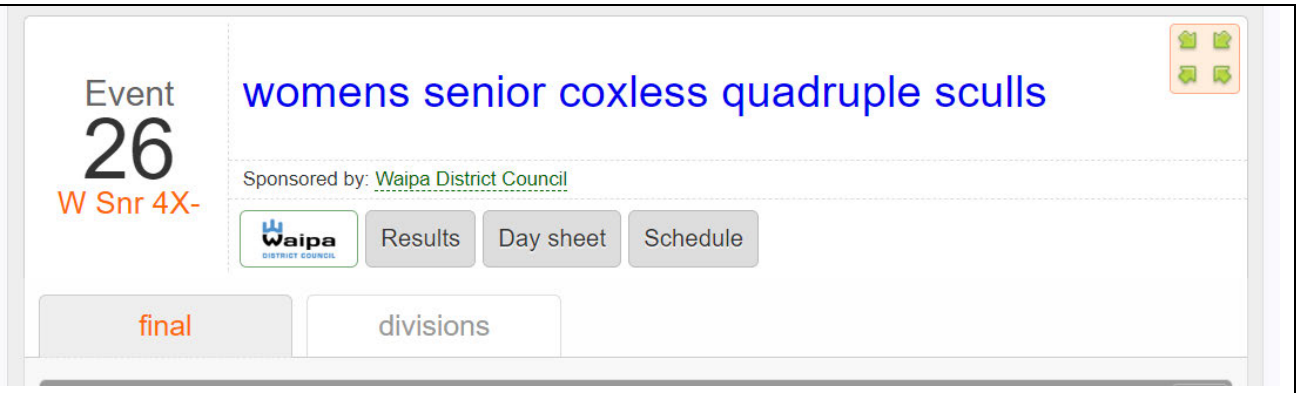


Due to this being a Championship Regatta, there are medal presentations. This increased Waipa District Councils online presence as athletes, clubs and photographers shared images of the ceremonial awards:



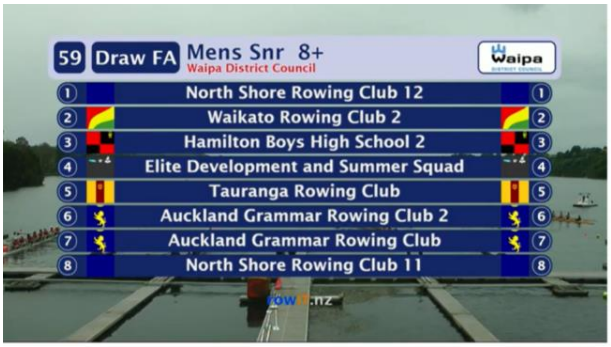
The event will also be loaded onto What's On Waipa.

Entries and the online race schedule via rowIT, includes the Race Sponsor's logo (and link to their website) per event they sponsor. This is a frequently visited site for access to the race programme, changes and results.



Our major regattas are live streamed via YouTube. The race sponsor is recognized at the start and end of each event, through the inclusion of their company name and logo on the race title graphics.





Our live streaming viewership continues to grow and at the 2023 North Island Rowing Championships, we had 7.9k views of the event.

Furthermore, the region and its iconic natural geography is showcased through the live stream to a national and international audience. Such as the Mighty River Power domain, Lake Karāpiro and its surrounds, the Karāpiro Dam and Mt Maungatautari and the Sanctuary Mountain Maungatautari. This will entice national and international travel of rowers to come compete at our lovely venue.

Advertising (please specify type and if council's brand will be included):

KRI has a limited advertising budget but places an advert in the national online magazine, The Rowing Hub, which shall include your branding.

All regatta communication (e.g., Regatta Information Letter and Safety Briefing, all includes logos from our Sponsors. This communication is distributed very widely.

The use of some of Waipa's equipment to be used at the event, e.g., promotional flags, banner mesh, etc. will further promote the council's brand. Additional Waipa event equipment is used at Championship events, to assist in the set-up of Ceremonial. This included the use of banner mesh around the ceremonial area and the podium.



Complimentary ticketing:
We do not charge spectators to attend our events other than a parking fee for which VIP parking passes can be provided to you upon request so you will not be charged.

Opportunity for an official/Mayoral welcome:
Should the Mayor and or representative want to welcome/address the public, this can be arranged.

Other benefits (please detail all opportunities in full):

Marketing plan (please include a summary of how you intend marketing this event):
A strategic approach using all our various online platforms and communications streams will be used to communicate all key details of this, and all our other regattas in the season, as well as any key organizational developments. This ensures that we are reach as many of the different demographics within our consumer group as possible on a platform of their choosing.

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

Demographic of main audience: (e.g., 18 and under, 35+, families, etc.)
This regatta caters for both school age competitors and seniors (up until about age 35). Many of the school aged-competitors are supported by their parents while, a number of the adults may be supported by a partner.

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants	148	1978	
Spectators	470	3400	
Trade	3	7	

During 2023, 1938 spectator cars were parked over the three days.

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*

Yes, and the nature of our events leads to the need for overnight accommodation due to the fact that racing commences at 8am and can run until 6pm over three days. Accommodation is booked not only by the travelling teams, but also by their families. Majority of the travelling competitors will stay as close to Lake Karāpiro as possible.

Karāpiro Rowing provides accommodation to our team of volunteers at the Lodge located at Mighty River Domain.

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*

Karāpiro Rowing Inc makes its best effort to include as many local businesses as possible, providing affordable season-long sponsorship opportunities, of which all of the below are a part of:

Mitre10 Mega Cambridge, Kaz Dezign, Footloose Cambridge, FreshChoice Supermarket Leamington, New World Cambridge, ONYX, Goldsmiths, Laszlo Boats NZ, Leamington Bakery, Veggie Fresh, Just Horse N Around, Get More Kit, Comins Pharmacy, Kebabilicious Cambridge and Takapoto Estate.

Karāpiro Rowing Inc also purchases majority of our supplies from local providers, for example, Leamington Bakery provides all lunches and afternoon tea. New World Cambridge and FreshChoice Leamington are used to purchase dinner and other supplies.

Increased Wellbeing:

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

The event is held at one of, if not the most iconic location in Waipā. This will illustrate to all spectators and competitors alike, just what an incredible place this district is and the endless opportunities that it presents. It illustrates the community spirit present through the generous support provided by a number of local businesses, the large number of volunteers (many of whom are locals) that are crucial to the running of our regattas, and the support shown by spectators and between competitors. It also illustrates the emphasis that the Waipā District Council places on community and environmental well-being through the facilities that are available to the local, national and international community, whether they be sporting or other.

There is a reason why Lake Karāpiro is the host of almost all of New Zealand's premier domestic rowing regattas, and international regattas, and Waipā is it.

If you require more space, please attach your answer to this document.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? (*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*	X Yes ☐ No
What was the outcome, if known? As part of our annual booking forms, we work with both the Waipā DC and Waikato Regional Council to ensure all necessary requirements are met.	

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data?	X Yes ☐ No

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*):
Contact person: [redacted]
Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted]
GST registered? (*please circle*) Yes No [redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form: [redacted]

Position in organisation: [redacted]

Daytime contact phone number: [redacted]

Signed:

Date: [redacted]

Final Checklist – Have you……?

Y Reviewed the fund criteria and expectations of successful applicants.

Y Filled in all areas of this application form.

Y Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.

Y Attached financial requirements: Event budget and bank account details.

Y Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

KARĀPIRO ROWING INC							
REGATTA SUMMARY BUDGET 2023/2024							
Expense Item	**Karapiro Memorial Regatta**	**Karapiro Club Regatta**	**Karapiro Christmas Regatta**	**North Island Club Champs**	**Nationals - NZ Rowing Champs**	**Junior Regatta**	**North Island Secondary Schools Regatta**
	TBC	2/3 Dec 2023	15/17 Dec 2023	26/29 Jan 2024	13 to 17 Feb 2024	24/25 Feb 2024	9/11 March 2024
INCOME							
Regatta Entry Fees	17,027	22,957	44,484	38,484	32,800	22,289	33,124
Regatta Amenity Fees	10,200	15,000	55,200	49,464	32,000	20,368	46,306
Regatta Tent Site Fees	1,770.00	1,770.00	5,460.00	5,355.00	2,120.00	2,120.00	4,460.00
Regatta Sundries	180	180	1,260.00	700	700	350	700
Regatta Parking	8,614.00	10,542.00	19,285.00	11,957.00	-	11,957.00	19,285.00
Annual Tent Sites	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Sponsorship	3,194.29	3,194.29	5,281.79	5,281.79	5,281.79	15,194.29	12,281.79
Total Income	**45,985.29**	**58,643.29**	**135,970.79**	**116,241.79**	**77,901.79**	**77,278.29**	**121,156.79**
EXPENSES							
Regatta Control Programme	3,340	3,340	3,874	3,874	5,750	300	3,874
Rowit	5,170	6,149	7,256	7,267	5,550	3,360	5,550
Regatta Catering	3,800.00	3,300.00	6,300.00	8,000.00	9,000.00	3,500.00	7,000.00
Casual Labour	1,000.00	1,000.00	3,000.00	3,200.00	3000	1,000.00	3000
Gate & Traffic	10,232.00	10,232.00	18,344.00	18,344.00	7,270.00	10,232.00	23,934.00
Regatta First Aid Care	2,870.00	2,870.00	6,125.00	7,992.50	6,687.50	3,780.00	7,370.00
Advertising Marine safety	109	109	109	109	109	109	109
Council Fees	9,230.00	9,230.00	20,961.95	21,815.33	16,699.82	9,840.37	21,420.98
Medal and Ceremonial Costs				3,000.00	3,000.00		6,050.00
Medals & Ceremonial - medal presentation				1,200.00	1,800.00		1,200.00
Boat Holders	2,400.00	2,400.00	3,600.00	4,800.00	6,000.00	2,400.00	3,600.00
Facility Set-up & Hireage	3,378.00	3,378.00	15,808.00	16,907.00	5,227.00	8,518.00	11,109.00
Regatta Security					9,013.68		3,004.56
Boat Fuel	1,760.00	1,760.00	2,640.00	1,760.00	4,400.00	1,760.00	2,640.00
	43,289.00	**43,768.00**	**88,017.95**	**98,268.83**	**83,507.00**	**44,799.37**	**99,861.54**
Contribution to over heads	**2,696.29**	**14,875.29**	**47,952.84**	**17,972.96**	**-5,605.21**	**32,478.92**	**21,295.25**

Karapiro Rowing Incorporated
PO Box 1052, Cambridge 3450

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

11th May 2023

Dear Waipa District Council,

Please find attached Karapiro Rowing Inc's. (KRI) application for funding by the Waipa District Promotion Fund 2023-2024.

KRI are applying for grants towards the costs associated with regattas being held over the 2023-2024 rowing season. KRI will be hosting ten regattas which will range in size from approx. 350 to 2,500+ competitors and from 90 to 4,000+ spectators from around the country.

Athletes that attend our events are from schools and rowing clubs and range from school age through to masters. Our events also cater for all abilities from novices through to the NZ representative athletes. KRI prides itself on hosting world class events for any level, age or ability.

We are very proud that our regattas attract strong local community support. Not only do we have local volunteers who dedicate their time to KRI, we also prefer to use local businesses to provide goods/services to KRI. We engage with local providers and have the capability to encourage clubs/schools (by way of our extensive database) to use local.

One of the unique aspects of our regattas is that they generally run over a few days. Whilst many people enjoy coming to Lake Karāpiro to soak up the atmosphere at the Mighty River Domain and the regatta in progress, we find that spectators also have the time to head back in to the local shops to participate in some retail therapy. Many of our local sponsors have the opportunity to have commentary promoting their businesses. This commentary is put out over the PA system where our crowds get to hear about local businesses. As we have been granted District Funds in the past, we always make sure that you also receive PA announcements promoting local.

KRI has also successfully being able to live stream our major regattas over this last season, with viewership reaching 45k on the final day of the Maadi Regatta. Not only does this allow people from around New Zealand, but also globally to watch the racing and have the region and its iconic natural geography showcased, such as the Mighty River Power domain, Lake Karāpiro and its surrounds, the Karāpiro Dam and Mt Maungatautari and the Sanctuary Mountain Maungatautari. This will entice national and international travel of rowers to come compete at our lovely venue.

Our clubs/schools participating in these regattas all require accommodation. We know that from high end accommodation solutions right down to tent sites and local halls or churches, our clubs/schools heavily rely and support local accommodation providers. We will continue to encourage and promote local accommodation providers.

Rowing regattas have been administered by KRI for many years. KRI has a volunteer base of over 180. Prior to, during and post event this strong base of volunteers all contribute to the running of successful regattas. Key events we have been involved with include the 1978 World Rowing Championships, the 2010 Rowing World Cup and the 2017 World Masters Games. Our main focuses however, are running school and club level rowing regattas which are consistently well attended by athletes from all over New Zealand.

The funding would be used to cover the costs associated with the following events:

- KRI Memorial Rowing Regatta
- KRI Club Rowing Regatta
- KRI Christmas Regatta
- North Island Rowing Championships
- New Zealand National Championships
- Junior Rowing Regatta
- NI Secondary School Rowing Champs

The Mighty River Domain costs are one of the largest expenses KRI has, if our applications are successful KRI would be able to continue to keep any costs passed onto our participants to a minimum and encourage maximum participation from the rowing community.

KRI is also proud to support other users of Mighty River Domain and Lake Karāpiro by way of providing our infrastructure so they can run their events at this location. The events that require use of our infrastructure for the coming season are:

- RNZ Senior trials for World Championships
- Rowing NZ under 23 trials
- Rowing NZ under 18/19 trials
- Trans-tasman U19 regatta
- Rowing NZ Junior Trials
- Te Awamutu Regatta
- Regional Waka Ama Champs
- Waka Ama Sprint Nationals
- Hydroplanes Nationals
- Canoe Racing Nationals
- NZ Dragon Boat Nationals

All these events undeniably have a positive spinoff for the local community and KRI are always happy to provide our infrastructure so that these events can take place.

We have no doubt that the benefits of grants from the District Promotion Fund would flow through KRI and back in to the local community.

We thank you for considering our application.

Many thanks,

[redacted]

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: 2024 Lucas Oil Hydro Thunder NZ Championship Series
Date of Event: 9-10-11th February 2024
Frequency of Event (e.g. 'one-off', 'annual'):
Is your event: ☐ District/Regional wide ☐ National ☐ International
Location or venue: Lake Karapiro Domain
Time of event: 7.30am – 4.30pm each day
Type of event: (sports/recreation, arts/cultural, community, other?) Sports & Community

Section 2 – Event Description

Event outline: This will be round 5 and the final of the 2023 Hydro Thunder NZ Championship Series also featuring the 59th running of the AE Baker Australasian Hydroplane Championship. 80-100 boats from all over NZ, aprox 400 competitors ranging from Juniors through to Classic race boats. Static displays onshore and demonstrations on the water to provide an action packed weekend. Friday will be set up in the morning than half a day of testing .The event will be live streamed around the World we are also working to have a TV program made from this event again to be on TV3 CRC Motorsports show.
Other organisations involved in the event and/or providing support: Who / How? Cambridge BMX – gate security Waikato Vintage Tractor & Machinery Club – launching of the boats Cambridge Lions – selling food Local food vendors selling food Lucas Oil NZ- Major sponsor Masport NZ – Major Sponsor

Section 3 – Funding and Support

Amount of funding support requested: $6000

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	*Drivers entries, gate takings*	*40,000*
Community Funders	*Local and National charity funding*	*10,000*
Business sponsorship	*Corporate sponsors*	*10,000*
Other non-cash contributions / in-kind support	*In kind sponsorship - prizes*	*3,000*

Council requires a copy of your event budget and bank deposit slip

☐ A copy of your event budget

☐ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand: Through our social media channels, face book, website, public address announcements at the event, Live streaming of the event , promotional advertising, event program
Opportunity for an official/Mayoral welcome or invitation for elected members to be involved: We invite the Mayor to attend the event and officially open it on the Saturday morning 10th Feb
Vocal endorsements: We engage professional announcers who will give recognition and promote Waipa as a major event sponsor and promote Waipa.

Online presence: (please outline any social media or websites your event has):

We have several Facebook pages all the majority of our competitors and teams have their own Facebook pages and Instagram who share all our media announcements.
Websites: www.gphydroplane.co.nz www.facebook.com/hydrothundernz www.facebook.com/accelerationonwater.co.nz www.annihilator.co.nz www.shot360.co.nz www.facebook.com/annihilator.co.nz
Lady Liz GP Hydroplane, Raymond Hart Racing, Jack Lupton Motorsport, Ken Lupton racing, Gulf Oil racing all face book pages.

Advertising (please specify type and if council's brand will be included):
Website and Facebook
On posters made for the event
Event Program
Signage at the event
Advertising in Cambridge News, Petrol Head magazine, Waikato Farming & Lifestyle
Facebook advertising.

Complimentary ticketing:
Tickets available at discounted price to Waipa District Council staff also happy to offer some free passes for staff promotion and incentives

Opportunity for an official/Mayoral welcome:

Other benefits (please detail all opportunities in full):
Involving the community to be engaged in our event we use local groups to help with the event giving them the opportunity to raise funds. Use local facilities, shop local use local businesses.

Marketing plan (please include a summary of how you intend marketing this event):
The event will be marketed mostly through our face book page which has 22K followers.

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

Demographic of main audience: (e.g. 18 and under, 35+, families, etc.)
Based on last year's figures Men 86.10 % Women 13.90%
10% age 18-24, 26% age 25-34, 22 % age 35-44,15% age 45-54 , 10% age 55 plus
Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants	50	60	10
Spectators	1500	3500	50
Trade	50	50	

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.* Most of the teams are in Cambridge from the Thursday and leave on the Monday They stay in the Lodge at the Domain Motels in Cambridge Top Ten Holiday Park Book a Batch holiday homes The Officials and our team stay at the Cambrian Motel from Thursday through to Monday and have the whole Motel booked.			
Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.* Countdown, Bakehouse Leamington Officials lunches , Mitre 10, Repco, Waikato Vintage Tractors, Cambridge Top 10, GL events, Karapiro Rowing, Leamington Fresh Choice, Webb Contracting, Cambridge Turf Bar, Onyx Restaurant, Good Union, The Warehouse, Petrol Stations, Hamilton Airport, Hamilton Rental Cars from Airport, Five Stags, Cambridge New World.			
Increased Wellbeing: The purpose of the District Promotion Fund is to promote the district as an attractive place to live, work, invest in or visit. To what extent does your event have the potential to meet this objective? Separate form attached *If you require more space, please attach your answer to this document.*			

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? (*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*	☐ Yes	☐ No
What was the outcome, if known? Apply to Waikato regional council for a temporary event permit		

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data? ☐ Yes ☐ No

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*):
Contact person: [redacted]
Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
[redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted]
GST registered? (*please circle*) [redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form: [redacted]

Position in organisation: [redacted]

Daytime contact phone number: [redacted]

Signed: [redacted]

Date: [redacted]

Final Checklist – Have you……?

☐ Reviewed the fund criteria and expectations of successful applicants.

☐

☐ Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.

☐ Attached financial requirements: Event budget and bank account details.

☐ Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form: [redacted]

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Final Checklist – Have you.....?

- [x] Reviewed the fund criteria and expectations of successful applicants.
- [x] Filled in all areas of this application form.
- [x] Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.
- [x] Attached financial requirements: Event budget and bank account details.
- [x] Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

Karapiro 2024

Expenses

	Estimated	QTY	Actual
Total Expenses	**$65,091.00**		**$0.00**

	Master Costs	QTY	Actual Event Cost
Site			
Domain fees & Zones	$ 7,100.00	1	
Booking fee		1	
Environment Waikato	$ 200.00	1	
		1	
		1	
Rowing Tower	$ -	1	
Karapiro Rowing	$ 3,000.00	1	
Cleaning of Lodge		1	
		1	
		1	
		1	
Traffic Management		1	
Totals	**$ 10,300.00**		

	Master Costs	QTY	Actual Event Cost
Officials			
UIM Commissioner expenses		1.00	
event organisers expenses		1.00	$ -
Event Health Safety & Compliance		1.00	
Flights Announcer	$ -	1.00	
water slide	$ -	0.00	
Officials Lunches	$ 500.00	1.00	
Totals	**$ 500.00**		

	Master Costs	QTY	Actual Event Cost
Rescue & Hire			
Paramedics - Marine Paramedics	$ 7,500.00	1	
Patrol Boat Rescue Team		1	
NZPBA Rescue Craft		1	
Start Boat	$ 500.00	1	
Cambridge BMX	$ 2,500.00	1	
Waikato Vintage Tractors	$ 1,600.00	1	
SECURITY	$ 2,133.00	1	
CRANES	$ 7,250.00	1	
NZPBA Rescue meals	$ -	1	
		1	
	$ -	1	
Totals	**$ 21,483.00**		**$ -**

	Master Costs	QTY	Actual Event Cost
Sundry			
Fire Extinguisher service		1.00	
Event Trophies	$ 1,300.00	1.00	
Waipa Council advert		1.00	
Merchandise		1.00	
		1.00	
Sponsor lunch	$ 2,000.00	1.00	
efpost hire	$ 380.00	1.00	
scrutineer books	$ -	1.00	
		1.00	
		1.00	
	$ -	1.00	
Totals	**$ 3,680.00**		**$ -**

	Master Costs	QTY	Actual Event Cost
Publicity			
face book advertising	$ 400.00	1	
Live Stream	$ 9,400.00	1	
Cambridge News	$ 800.00	1	
program	$ 500.00	1	
Posters	$ 528.00	1	
Petrol Head Magazine	$ 800.00	1	
Announcer	$ 1,500.00	1	
TV EDITING	$ 3,900.00	1	
integrity media	$ 720.00	1	
		1	
Officials Accomodation	$ 4,700.00	1	
NZPBAaccommodation	$ 180.00	1	
	$ -		
Totals	**$ 23,428.00**		**$ -**

	Master Costs	QTY	Actual Event Cost
Competitor Costs / Sponsors			
Prize Money		4,600.00	
		0.00	
		0.00	
Totals	**$ 4,600.00**		

	Master Costs	QTY	Actual Event Cost
Administration			
Race Controller	$ -	1	
Race Control Staff			
Insurance To NZPBA	$ 600.00		
Subs To NZPBA	$ 500.00		
		1	
		1	
Totals	**$ 1,100.00**		**$ -**

Total Expenses	$ 65,091.00

Karapiro FEB 2024

Income

	Budget	Actual
Total Income	**$67,720.00**	

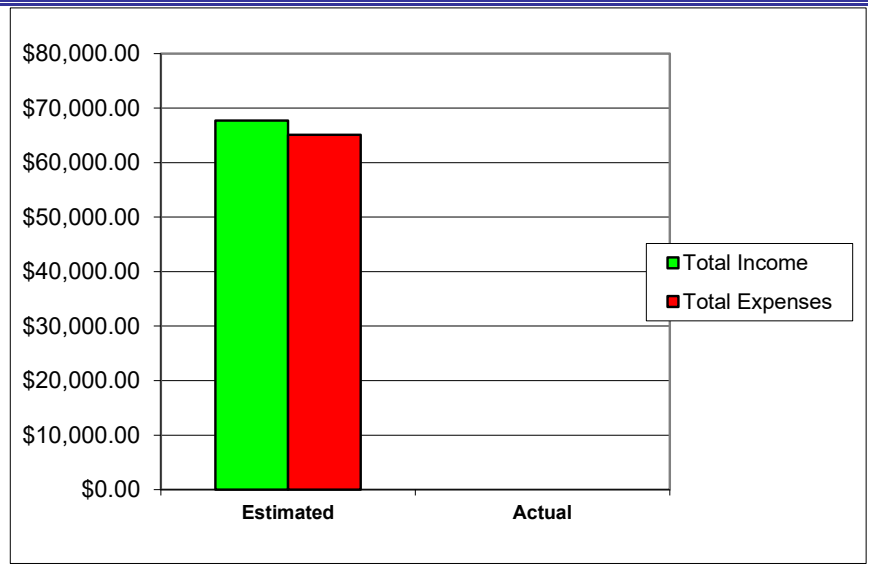
	Budget	Actual
Admissions		
Driver Entries	$ 10,200.00	
GP Entries	$ 8,000.00	
NZPBA Live stream		
Gate Takings	$ 14,220.00	
nzpba LIVESTREAMING	$ 4,000.00	
NZPBA Divers		
Totals	**$ 36,420.00**	
Funding		
Council	$ 6,000.00	
Manukau Auckland	$ 5,000.00	
Masport NZ	$ 5,000.00	
Trillian Trust	$ 10,000.00	
Lucas Oil	$ 5,000.00	
Totals	**$ 31,000.00**	
Marchandise Sales		
Apparel		
Race Progams	$ -	
VIP Tickets		
	$ -	
Totals	$ -	
Vendors		
Coffee	$ 100.00	
Ice Cream	$ 100.00	
Hot Food	$ 100.00	
Totals	**$ 300.00**	

	Budget	Actual
Admissions		
	$ 36,420.00	
Funding		
	$ 31,000.00	
Marchandise Sales		
	$ -	$ -
Vendors		
	$ 300.00	
	$ 67,720.00	

Karapiro 2024

Profit - Loss Summary

	Estimated	Actual
Total Income	$67,720.00	$0.00
Total Expenses	$65,091.00	$0.00
Total profit (or loss)	$2,629.00	$0.00



Meeting a significant community need.

This event will be a great day out for the family and community, it will attract people from all over New Zealand and surrounding areas, Australia, America & Canada, which enjoy this type of powered water sport racing, families can enjoy a day out at very little cost. The public will enjoy the outdoor open area the Karapiro domain has to offer.

This is a great place to play and visit and will give the public the opportunity to interact with each other in a great outdoor environment. Enjoy the recreation and leisure the Lake Karapiro has to offer.

Utilizing Lake Karapiro Domain & water will be added entertainment for this area. The local business will benefit with the event attracting more people and the entertainment will encourage people to stay longer.

The exposure opportunities through marketing, advertising and promoting the event via Social media, Face book, websites, and print media through this sport will reach a different audience, promoting Waipa to another variety of people nationally and internationally.

Competitors and Officials who are not from Waipa will stay several nights; and be exposed to the many things that the Waipa District has to offer.

Product and services required for the running of this event will also be utilized within the Waipa area.

Supporting this event enables us to host Local and International events at this World Class facility , 60-80 competitors incorporating 200-400 people including Officials and teams will put on a Water festival that will attract thousands of spectators over the two day event.

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: **Karaprio 100k Flyer 2023**
Date of Event: **Saturday 14th October**
Frequency of Event (e.g. 'one-off', 'annual'): **Annual**
Is your event: ☐ District/Regional wide ☑ National ☐ International
Location or venue: **Sir Don Rowlands Centre, Mighty River Domain, Karapiro – course runs around Waipa Council roads**
Time of event: **7am – 4pm**
Type of event: (sports/recreation, arts/cultural, community, other?) **Sport/Recreation**

Section 2 – Event Description

Event outline:

This is a road cycling event that starts and finishes outside the Mighty River Domain. It is a loop course that follows country roads around the Maungatautari mountain. This event caters for all riders with a real community focus.
This will be the 4th year for the Flyer at Karapiro, but 23rd year operating. This year we have introduced a 50km and 16km event option too, for those looking to complete shorter distance. A great way to spend a weekend, with hundreds of other riders and go in the draw from some amazing spot prizes and giveaways up for grabs.

Event Timetable
All distances (100k, 50k and 16k) must register at Sir Don Rowlands Centre

Friday 13th October

- 5:00pm - 7:00pm: Registration at the Sir Don Rowlands Centre, Mighty River Domain, Karapiro

Saturday 14th October

- **7.00am- 9.30am:** Registration at the Sir Don Rowlands Centre, Mighty River Domain, Karapiro
- **9.00am:** Start for those who expect to take over 4.5 hours (please be at the start line by 8.50am for briefing) for the 100km race.
- **10.00am:** Start for the main 100km race (please be on the start line outside Mighty River Domain by 9:50am for briefing)
- **10.00am:** Start for the 50km race (at Wharepapa South School - 14 Wharepapa South Road, Wharepapa South 3877 - must provide own transport to the Start Line and register at Sir Don Rowlands Centre before race begins)
- **10.30am**: Start for the 16km Fun Ride (please be on the start line outside Mighty River Domain by 10:20am for briefing)
- **2.30pm:** Prizegiving from stage truck at the Mighty River Domain

Other organisations involved in the event and/or providing support: Who / How?

Event Promotions uses local clubs/teams/schools as marshals and event volunteers for the duration of this event. We like to give back to those groups who are looking for fundraising opportunities. Event Promotions outsources for other aspects of the event such as traffic management, timing and sound.

Section 3 – Funding and Support

Amount of funding support requested: $7500

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	*Covers all costs for contractors, marshal groups, other event staff, and advertising and marketing of the event*	
Community Funders	*N/A*	
Business sponsorship	*Support from sponsors in the way of product and prizes*	

Other non-cash contributions / in-kind support	*N/A*	

Council requires a copy of your event budget and bank deposit slip

☐ A copy of your event budget

☐ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand: This event aligns well with the council branding and the active lifestyle in the area. It helps to promote physical activity ideologies and displays the impressive Mighty River Domain venue/facility.
Opportunity for an official/Mayoral welcome or invitation for elected members to be involved: Welcome to send the first wave of competitors of or have a presence at the event prize giving.
Vocal endorsements: Regular announcements throughout the commentary of participants finishing the event – mentions in event competitor briefings pre-event and post event at the prize giving
Online presence: (please outline any social media or websites your event has): https://eventpromotions.co.nz/events-karapiro-100k-flyer/ https://www.facebook.com/EventPromotionsNZ Instagram: eventpromotionsnz www.eventpromotions.co.nz
Advertising (please specify type and if council's brand will be included): Majority of event advertising is done through social media, Google AdWords and Google remarketing platforms. Promotions through the event promotions website and EDMS to targeted databases are also made – more specifically around event announcements and updates. Budget allowed: around $5000.
Complimentary ticketing: The council will receive 6 complimentary entries and subsidized entry fees for any extra family/clients/stakeholders that would like to participate.

Other benefits (please detail all opportunities in full):
Availability to place signage around the event hub and out on the course – staff to erect this need to be provided by the council. Availability to address competitors in an event EDM with any specific marketing or information.

Marketing plan (please include a summary of how you intend marketing this event):
See Marketing Plan Attached

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

Demographic of main audience: (e.g. 18 and under, 35+, families, etc.)
40-70yrs old is the main event demographic. 2022 competitors numbers show 18% female to 82% male participation.
Promoted as a good introduction into a 100k cycling event as it is on quieter back country roads and as a community-based event.

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants	15%	85%	N/A
Spectators	20%	80%	N/A
Trade			

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*

Those that are travelling longer than two hours for the event registration in the morning will be encouraged to stay in the area the night before. Cambridge is the first suggestion.
We have advertised on our website Hidden Lake Hotel & Apartments

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*
A local coffee cart and the Mighty River Domain café are promoted at the event plus one other food vendor (TBA) as the café gets very busy with other users as well. Local group used for registration and marshal staff at the event (paid a sum to the group they are part of for their time).

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

The Karapiro 100K Flyer is promoted to a wide geographical database that has been collated from years of past Event Promotions cycle events. It has a strong event name and great reputation – increasing the likelihood of people to travel to participate in the event. The course showcases the region well and the registration and start/finish promote the Mighty River Domain and its facilities. Venue maps and instructions are sending people through Cambridge – increasing the exposure of the town to those travelling.
The events feed into the support local campaigns and ties in other businesses with the event, creating a positive economic opportunity. We have partnered with Bicycle Revolutions, who also have a strong following, with the majority of their followers being local cyclists. We have Sarah Ulmer as our event ambassador as well who will be working closely with us to promote the event and geographical area.
This will be the 23rd year of the event, with it's 4th year being held at Karapiro.

If you require more space, please attach your answer to this document.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? ☑ Yes ☐ No
(*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*

What was the outcome, if known?
An event permit and traffic management plan has been submitted for the course but we are fine to work directly with the Mighty River Domain with regards to the venue.

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data? ☑ Yes ☐ No

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*):
Contact person: [redacted]
Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted]
GST registered? [redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form: [redacted]

Position in organisation: [redacted]

Daytime contact phone number: [redacted]

Signed: [redacted]

Date: [redacted]

Name of person completing form: [redacted]

Position in organisation: [redacted]

Daytime contact phone number: [redacted]

Signed: [redacted]

Date: [redacted]

Final Checklist – Have you……?

- [x] Reviewed the fund criteria and expectations of successful applicants.
- [x] Filled in all areas of this application form.
- [x] Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.
- [x] Attached financial requirements: Event budget and bank account details.
- [x] Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: Wake NZ 2024 National Championships
Date of Event: 22 March – 23 March 2024 (tentative)
Frequency of Event (e.g. 'one-off', 'annual'): Annual
Is your event: ☐ District/Regional wide X National ☐ International
Location or venue: Lake Karapiro Zone 9 (Hora Hora Domain)
Time of event: 8am – 6pm each day
Type of event: (sports/recreation, arts/cultural, community, other?): Sports

Section 2 – Event Description

Event outline: Each summer season, Wake NZ holds a series of 'round's of competitions, culminating in the Nationals event, where wakeboarders from all over New Zealand come to compete for a national title in their age division. We have held our Nationals event in the Karapiro district for a number of years, and it has been hugely successful, attracting a strong rider field and enthusiastic spectators. The venue typically provides stunning autumn riding conditions suitable for a successful competition and great viewing. Our focus as a committee is on growing the sport of wakeboarding in New Zealand, and the Nationals two-day competition is an exciting event for showcasing our very best talent and encouraging new riders to get involved in competition.
Other organisations involved in the event and/or providing support: Who / How? The event is run by Wake NZ committee members and volunteers.

Section 3 – Funding and Support

Amount of funding support requested: $5,000

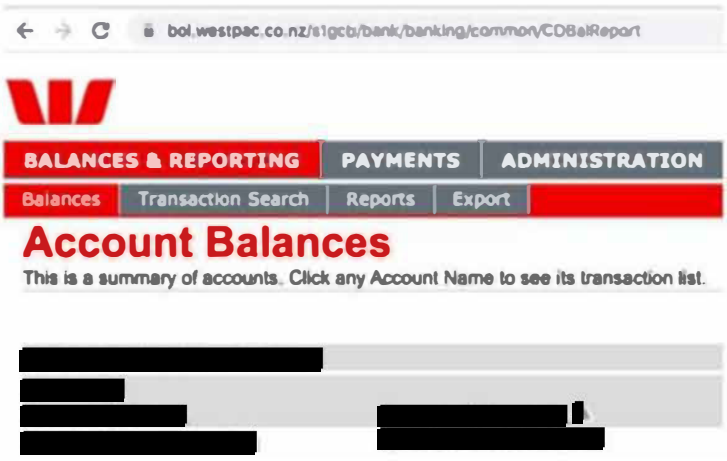
What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	*Boat fuel, medals, certificates, trophies, competitor apparel, onshore entertainment and facility hire, MC, cash prizes, event marketing, photography and video.*	*$16,370*
Community Funders	*n/a*	
Business sponsorship	*Product for prizes*	*$1,000*
Other non-cash contributions / in-kind support	*Product for prizes*	*$1,000*

Council requires a copy of your event budget and bank deposit slip

X A copy of your event budget

X A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.



Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand: Waipa branding on all certificates throughout the whole 2023/24 season. Advertising on banners and flyers, rider t-shirts. Email and social media event content to acknowledge and tag Waipa District Council, event video, MC and prizegiving event acknowledging Waipa's support. Wake NZ website support, radio and print partner acknowledgements. Signage placement at the event and at the prizegiving dinner.
Opportunity for an official/Mayoral welcome or invitation for elected members to be involved: We would welcome an official to be present and involved in the welcome.
Vocal endorsements: Via MC over the two days of the competition.
Online presence: (please outline any social media or websites your event has): Wake NZ website, Wake NZ Facebook page, Wake NZ Instagram and twitter (organic and promoted).
Advertising (please specify type and if council's brand will be included): Posters, Facebook, Instagram, Ads in local papers, Radio, Influencers.
Complimentary ticketing: Free for all spectators.
Opportunity for an official/Mayoral welcome: We would welcome an official to be present and involved in the welcome.
Other benefits (please detail all opportunities in full): Wakeboarding events attract spectators from families of all ages. The atmosphere is very welcoming with a strong sense of community.
Marketing plan (please include a summary of how you intend marketing this event): The event is promoted at all our prior seasonal events. • PR – local and national

- Social media campaign (including influencers)
- Posters and flyers distributed at key venues
- Email marketing / newsletter campaigns

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

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

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants	20	50	
Spectators	100	150	
Trade			

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*

Most people coming to the event will stay 2-3 nights in the Cambridge/Karapiro region – at motels or Airbnbs.

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*

Local petrol stations, cafes & restaurants, motels and supermarkets will receive business from those attending the event. In previous years we have held dinner and prizegiving at a local restaurant (approx. 150 people).

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

Our event draws many people to the Waipa area, showcasing how versatile it is. The usage of the lake as well as biking trails, etc., the great atmostphere in Cambridge with lots of dining options.

If you require more space, please attach your answer to this document.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? (*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*	X Yes ☐ No
What was the outcome, if known? Our date for the venue will be pending the Karapiro lake users meeting.	

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data?	X Yes ☐ No

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): Wakeboarding New Zealand Incorporated
Trading name (*if different*): [redacted]
Contact person: [redacted]
Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary?: [redacted]

Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): Incorporated society
GST registered? (*please circle*) Yes No [redacted]



NEW ZEALAND COMPANIES OFFICE

CERTIFICATE OF INCORPORATION

WAKEBOARDING NEW ZEALAND INCORPORATED
1191596

This is to certify that WAKEBOARDING NEW ZEALAND INCORPORATED was incorporated under the Incorporated Societies Act 1908 on the 21st day of February 2002.

Registrar of Incorporated Societies
24th day of September 2019

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

.....

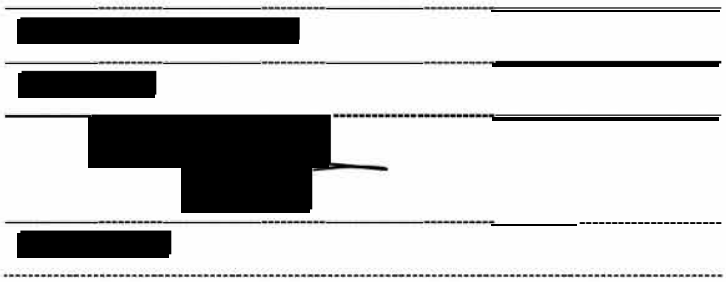
Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:



Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Final Checklist – Have you.....?

- ☐ Reviewed the fund criteria and expectations of successful applicants.
- ☐ Filled in all areas of this application form.
- ☐ Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.
- ☐ Attached financial requirements: Event budget and bank account details.
- ☐ Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

WakeNZ Event Budget

Nationals Friday 22 March and Saturday 23 March 2024

EXPENSES

Fuel for Boat	$1900
Council consents	$500
Venue Hire	$300
On site medic (2 days)	$2500
Certificates/Banner	$950
Engraving	$300
TShirts/Riders Bibs	$4300
PR Costs	$670
Prize Money	$2000
Video	$1500
Bouncy Castle	$640
Generator	$160
BBQ Hireage	$150
Goodie Bags	$150
Website Boost	$250
Total Expenses	**$ 16,370**

INCOME

Entry fees	$6700
Total Income	**$6700**

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: Balloons visit Waipa
Date of Event: tbc – tentatively Friday 22 March 2024
Frequency of Event (e.g. 'one-off', 'annual'):
Is your event: X District/Regional wide x National x International
Location or venue: At a town and venue of Waipa's choosing
Time of event: 5pm-8pm
Type of event: (sports/recreation, arts/cultural, community, other?) Community

Section 2 – Event Description

Event outline:

Balloons over Waikato is an iconic event for the region, attracting tens of thousands of spectators to enjoy the unique spectacle of hot air ballooning. We are one of the last large scale free events in New Zealand. As part of our commitment to the greater Waikato region, we like to share the event with regional towns, meaning communities who would not normally travel to Hamilton to experience the Festival, get to experience it on their own doorstep.

This has proved hugely successful and very popular with local residents and with the first full event occurring again this year, we are excited to see the return of the Special Shaped balloons which we share with Waipa as well as our Australian contingent, local balloonists and the popular Walk Thru balloon.
We would like to once again bring the balloons to Waipa in 2024. We are one of the few events that can market Waipa to such a large and varied audience through our event. This was evidenced in the previous visits when huge numbers attended the Balloons visit Waipa in Cambridge Square and Albert Park.
All ages love the magic of ballooning, but especially families with young children. We are a family orientated event, and because we are free, cater to all ages and enable people from all socioeconomic backgrounds to attend.

The requested $5600 is required from the regions to support the balloons visiting the local town. This funding covers amongst other things, travel, marketing, propane, balloonist's food and the logistics around adding this to our 5-day calendar. As with all funding we receive, everything is put

back into the event in our commitment to keep this huge community festival free to the thousands that attend.
Other organisations involved in the event and/or providing support: Who / How? N/A

Section 3 – Funding and Support

Amount of funding support requested: $

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	The event as a whole is funded through sponsorship and grants. We are requesting support from Waipa DC to bring the regional visit to your district. There is no funding available to do so if we do not receive this support	
Community Funders	We receive support from Gaming Trust funding, WEL Energy Trust, Gallagher Family Trust and Trust Waikato	
Business sponsorship	We are fortunate to receive corporate funding over various levels and are currently sourcing or renewing these.	

Other non-cash contributions / in-kind support		

Council requires a copy of your event budget and bank deposit slip

☐ A copy of your event budget. ***A copy of our event budget will be confirmed in July 2023 after our financial year end 30 June 2023. With the 2023 event recently completed, our budget will not be formalized for 2024 until then, but a copy will be forward to you as soon as complete.***

X A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand: On all BOW advertising through our extensive media partnerships. The visit to Waipa would be promoted on 10,000 promotional flyers, radio, print media, Hamilton Waikato Tourism partnership and through our huge social network channels using Facebook and Instagram
Opportunity for an official/Mayoral welcome or invitation for elected members to be involved: Yes
Vocal endorsements: MC announcements at Innes Common promoting the regional visits. These will be heard by the many thousands that attend each morning.
Online presence: (please outline any social media or websites your event has): The Balloons over Waikato Facebook page continues to grow with over 30,000 fans and is our main information source for all our events. Balloons over Waikato and Waipa District Council co-hosted the Facebook Event "Balloons over Waipa". Our post event report for 2023 details our promotion in further detail

Advertising (please specify type and if council's brand will be included): Balloons over Waikato enjoys strong media partnerships, and the event is covered extensively both on radio, online and in print. The Balloons visit Waipa component of the event would be encompassed in our overall marketing including the waipa local papers.
Complimentary ticketing: 1 family pass (2 adults/2 kids) to the ZURU Nightglow VIP hospitality
Opportunity for an official/Mayoral welcome: Yes
Other benefits (please detail all opportunities in full): Opportunity for Waipa to provide additional entertainment and community activities. We love the regions to embrace our visit as much as possible. We suggest leveraging where possible through your retailers eg Best Balloon Window display, offering balloon night hospitality specials and involving schools – Best Balloon creation as an example. We could assist with prizes eg ZURU toys for giveaways.
Marketing plan (please include a summary of how you intend marketing this event):

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

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

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants	5	40	10
Spectators	3000-4000	1000	

Trade			

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*
N/A

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*

N/A

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

Our event is free, therefore providing families from all socio-economic backgrounds to attend and enjoy the magic of hot air ballooning. Many of your residents may not have the ability to travel to Hamilton to enjoy the Balloons and neighboring regions will also take the opportunity to share in the experience without having to visit Hamilton City. We notice the regions schools embrace our visit with school children adding Balloons to their curriculum and thousands of children in attendance. It is a real 'feel good' event that brings joy to everyone who attends.
The numbers that have attended the Cambridge and TA visits over the previous years proves how popular the event is for the Waipa region.

If you require more space, please attach your answer to this document.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? **X** Yes ☐ No
(*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*

What was the outcome, if known?

As per previous years, no permits are required

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data? ☐ Yes **X** No Unfortunately rain affected the 2023 event, but we will provide an overall report for the full event

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*): [redacted]
Contact person: [redacted]
Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted]
GST registered? (*please circle*) [redacted] [redacted] [redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda.

We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form: [redacted]

Position in organisation: [redacted]

Daytime contact phone number: [redacted]

Signed:

Date:

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Final Checklist – Have you……?

- [x] Reviewed the fund criteria and expectations of successful applicants.
- [x] Filled in all areas of this application form.
- [ ] Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.
- [x] Attached financial requirements: Event budget and bank account details.
- [ ] Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: Dressage by the Lake
Date of Event: Thursday 23rd – Sunday 26th November 2023
Frequency of Event (e.g. 'one-off', 'annual'): This is the second time the event has been held but the first time it is an International level (and Olympic Qualifying points).
Is your event: ☐ District/Regional wide **X National** **X International**
Location or venue: Takapoto Estate, 90 Finlay Road, Maungatautari
Time of event: From 10am Thursday (arrival and training day, official horse inspection) 8am – 7pm Friday/Saturday, 8am-4pm Sunday
Type of event: (sports/recreation, arts/cultural, community, other?) Equestrian Sport – Dressage & Para Dressage

Section 2 – Event Description

Event outline:
Dressage NZ (a discipline of Equestrian Sports NZ Inc) present an international and national level multi day dressage event to be hosted at Takapoto Estate in the Waipa District.

Owing to the success of the May 2021 event, this event has attracted a lot of interest from both International (Australia) and South Island competitors.

The inaugural event in May 2021 was planned as a result of the cancellation of both the Horse of the Year Show and The Dressage NZ Nationals in March 2021. This is the third time this event has been scheduled, however the December 2021 event was cancelled due to Covid so this will be the second time it has been held. This is the first time that the event has secured the status of an International level event.

The 2023 "Dressage by the Lake" event will incorporate the 2023/24 FEI Pacific League World Cup Final – a FEI CDI-W event. This will qualify the winner for the 2023/24 Series Final in Riyadh (Saudi Arabia) in 2024 plus also providing the opportunity for combinations to gain valuable Paris Olympic qualifying points. In addition to the International aspect, the event will also offer a Para class to further development and showcase Para Equestrian.

The last Pacific League World Cup Final in New Zealand was held in 2019 in Manfield, Feilding, resulting in a NZ combination winning and travelling to the FEI World Cup Final in Omaha, USA in April 2019.

The event also provides a final opportunity for High Performance riders to earn qualification points for the 2024 Paris Olympics. New Zealand has the opportunity to qualify up to one rider, with the qualification period ending on 31 December 2023.

This commitment and investment in holding the international level event also supports Dressage High Performance Programme objectives. Read more here
https://www.nzequestrian.org.nz/2023/02/2023-fei-pacific-league-fei-world-cup-final-for-nzl/

In addition to the high profile, draw card of the International classes, the event will be open to many national classifications for all ages and levels of dressage & para dressage athletes making it a 'must do' on both the domestic and Trans-Tasman equestrian calendar and will attract many of NZL's Dressage Combinations.

The event will provide inspiration for a wide range of multi discipline equestrian supporters from across New Zealand, Dressage being a key component of NZL Eventing success, as well as contributing to maintaining accreditations and upskilling for national and international officials. Volunteer development is also an important component of the event.

Riders will be performing on world class imported surfaces at a world class venue, Takapoto Estate. The region's investment in world classes facilities have contributed to securing the international status as well as the growing reputation domestically as an attractive place to visit and to undertake business.

With high out of region visitation and around 65% of the budget being retained in the region there is significant direct benefit to the region with opportunities and platforms to promote Waipa region both domestically and internationally.

The Waipa region has a strong equine history and this event is readily accessible both as world class sporting and social experience with free entry to the event for all spectators. The event will celebrate all levels of competition and a world class facility which has the potential to attract not only dressage and equestrian fans but also offers a unique social occasion for those outside of the sport to engage with.

Other organisations involved in the event and/or providing support: Who / How?

The event is supported administratively (not financially) by its National Sporting Organisation, Equestrian Sport NZ. The event will be staged at Takapoto Estate (no financial support)
It will seek further funding from trusts and also commercial and private sponsors and supporters. It has already secured the support of ORO Equestrian as naming rights sponsor along with several supporting sponsors.

Section 3 – Funding and Support

Amount of funding support requested: $15,000

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	*Event venue hire costs, administration costs, vets, volunteer catering travel and other expenses*	*$89,870*
Community Funders	*Medic costs, security, rubbish, marquees, lighting, rosettes, volunteer shirts, tables, chairs, signage*	*$45,000*
Business sponsorship	*Stabling Costs, Judges and Officials travel and accommodation costs, prize money, sponsors functions*	*$110,000*
Other non-cash contributions / in-kind support	*Significant volunteer hours, with a large number of volunteers travelling from outside the region are critical to the events success, and their financial contribution to the event is unable to be accurately quantified.*	*Not recorded*

Council requires a copy of your event budget and bank deposit slip

X A copy of your event budget

X A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand:

◊ Logo and branding to appear on all printed material associated with the Event
◊ Logo and branding recognition in event programme
◊ Mentions and tags in social media in the lead up, during and post event
◊ Included media coverage in both printed and social media before, during and after the Event
◊ Logo and 30sec promotion video included in live streaming of event**
◊ Display of provided signage at the Event
◊ Opportunity for a trade stand for further promotion the region

◊ Naming rights to a specific class / asset (to be confirmed dependent on availability and support level)
◊ Detailed event coverage in Dressage NZ Bulletin (the official newsletter of Dressage NZ), and/or other similar equestrian publications or online articles – all including Waipa Home of Champions logo.
◊ Will be mentioned by event in any mainstream media coverage.

**to be confirmed once global live streaming provider has been confirmed.

Opportunity for an official/Mayoral welcome or invitation for elected members to be involved:

◊ Mayoral written welcome in the event programme
◊ Mayoral welcome at Sponsors welcome function
◊ Opportunity to present Waipa class rosettes to prizewinners
◊ Invitations to attend welcome and sponsors functions
◊ Invitations to attend VIP tent during the event

Vocal endorsements:
◊ Commentary Mentions
◊ Facebook and Instragram mentions during the event

Online presence: (please outline any social media or websites your event has):

◊ Event Facebook page – 1.6k followers, with over 6000 reach per post.
https://www.facebook.com/DBTL2023

◊ Recently published event instragram page https://www.instagram.com/dressagebythelake/

◊ Dressage NZ Facebook page – 8.1k followers https://www.facebook.com/DressageNZ

◊ Dressage NZ Bulletin Facebook page – 3 k followers

◊ Equestrian Sport NZ Facebook page – 24k followers
https://www.facebook.com/equestriansportsnewzealand

◊ Equestrian Sport NZ website
Equestrian Sports New Zealand (nzequestrian.org.nz)

◊Live Streaming

The event has budget provision to deliver a live streaming production and are currently in talks with https://horseandcountry.tv/ to broadcast the programme. H&C are the leading equestrian sports and lifestyle network reaching over 40 million households through its network of pay-TV and digital channels and offer pay-TV channels in the UK, Republic of Ireland, The Netherlands, Sweden and Australia, and is available worldwide on a variety of streaming platforms including Apple TV, Android TV, Roku, Fire TV and Amazon Prime Video.

The channel carries exclusive live sports coverage and highlights from more than 100 top level events around the world, exclusive training shows with the most sought-after riders and trainers in the sport today, plus compelling documentary and personality-led programming for the passionate equestrian audience, with a range of content tailored to the local audience. We will discuss the options of including tourism footage in intros and also the opportunity to include a Waipa district 30sec advertisement during the programme. This is still to be confirmed.
Advertising (please specify type and if council's brand will be included): ◊ As above.
Complimentary ticketing: ◊ Free to spectate with invitations to sponsors and VIP functions for key council persons and guests by arrangement.
Opportunity for an official/Mayoral welcome: ◊ Yes, written in programme and in person at VIP/Sponsors function.
Other benefits (please detail all opportunities in full): ◊ We will work with Waipa Council to promote the show through its social media platforms for members of the public and to offer a VIP experience to give way (details to be confirmed)
Marketing plan (please include a summary of how you intend marketing this event): The event is marketed primarily through Facebook, Instagram, Dressage NZ Bulletin and existing event databases. This will attract entries, sponsors, trade exhibitors and equestrian fans. We will load an event on "What's on" and work with any partners on cross promotion opportunities and promote free entry through local and regional community pages to attract new spectators to the sport and venue. We will work with Takapoto Estate and integrate the event into their marketing plan.

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

Demographic of main audience: (e.g. 18 and under, 35+, families, etc.)
Dressage is one of few international sports where genders compete on equal terms

Individual participation
16-20 40
20-35 40
35 -50+ 80

95% female participation ages 16 – 70
75% female spectators ages 12 – 70

Spectators drawn from friends and family of participants, equestrian fans, social groups.

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	**From Waipā**	**Outside Waipā**	**Overseas**
Participants	20	135	Up to 10
Spectators	240	960	
Trade	5	20	

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*

◊ Yes, we will promote Isite as an accommodation finder for those attending.
◊ We are booking judges and officials into Waipa based accommodation.

Local Input: What local businesses are involved in your event, or providing services to your event? These details will be important for the committee's review of the application, please include as much detail as possible.

Where possible, local suppliers and contractors are offered first opportunity to quote. This will include options for:

◊ Sound and lighting
◊ marquee hire
◊ table and chairs
◊ security
◊ portoloos
◊ catering
◊ Vet Services
◊ First Aid Providers
◊ Signage

All contractors will be required to be SHE approved or provide a H&S plan appropriate to the venue and will be inducted to the site prior to undertaking work.

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

By its nature, equine sports have a high Socioeconomic engagement group. This increases the opportunity for the region (through the event) to attract business, investment and specific and ongoing visitation to the region.

The event showcases a world class facility (Takapoto) on the shores of a world class venue (Lake Karapiro) and offers engagement to this group at stakeholder functions for council representatives.

The event is held over multiple days so increases the opportunity to reach more people. Competitors from outside the region will bring family and friends, increasing visitor nights and tourist spend in the region during their stay.

Regional tourist opportunities will be publicized during the buildup to the event

The event has increased its potential to meet this objective by achieving international status.

The Livestream and associated ability to promote the event and region to a worldwide audience will allow exposure to a far wider audience than those able to attend.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? (*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*	X Yes ☐ No
What was the outcome, if known? The event is taking place at a private venue and will work with the venue owners on fulfilling their requirements. We will work with Council on any traffic management planning required to ensure the safety entry and exit of the venue for those attending and the public travelling through the area.	

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data?	X Yes ☐ No

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*):
Contact person: [redacted]
Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
[redacted]

Is the event organiser/organisation team paid or voluntary? **The event organizer is Dressage NZ, a discipline of Equestrian Sports NZ (Inc) who do have a paid person who is through their core role responsibilities, contributes to the organizing team and there is a budget provision to provide a koha to the core team undertaking the main organizing tasks, however, this koha does not in any realistic way reflect the actual contribution made from a time and commitment perspective.**
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted]
[redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form: [redacted]

Position in organisation: [redacted]

Daytime contact phone number:

Signed: [redacted]

Date: [redacted]

Name of person completing form: [redacted]

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Final Checklist – Have you.....?

- ☐ Reviewed the fund criteria and expectations of successful applicants.
- ☐ Filled in all areas of this application form.
- ☐ Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.
- ☐ Attached financial requirements: Event budget and bank account details.
- ☐ Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to:	events@waipadc.govt.nz
Post to:	District Promotion Fund Waipā District Council Private Bag 2402 Te Awamutu 3840
Deliver to:	101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

Takapoto Draft Budget November 2023	**Excl GST**
Income	
Entries - Classes/Admin	$34,152
Entries - Stabling/Ground Fee	$49,725
Sponsorship	$110,000
Trade Stand Bookings (in addition to sponsorship)	$10,750
VIP Tickets	$0
Trust Funding	$30,000
District Promotions Fund	$15,000
Total Income	**$249,627**
Expenses	
Takapoto Ground Fee	$25,850
FEI Flights and judges Costs	$21,739
Marquee Costs (5 Trade stand, VIP, smaller marquees)	$11,450
Stabling Costs	$26,325
FEI Vet Costs	$8,000
Rubbish/Manure Disposal,traffic Management, Grooming	$4,000
Security/Other Takapoto Costs (portaloos etc)	$4,348
Judges/Officials Accomodation	$13,800
Judges/Officials Flight Allowance	$2,087
Judges/Officials Travel Allowance	$4,000
Judges/Officials Per Diem Allowance	$6,080
Donations for Writers	$3,360
Livestreaming	$11,000
Medic Costs	$6,957
Administration Costs	$15,000
Rosettes/saches/rugs	$8,696
T&D Levy	$2,313
Volunteers Clothing	$1,739
EE Cost	$3,478
Additional Marquees (for trade stands)	$3,478
Other volunteer costs	$1,000
hireage of arena from WEC	$696
Muscial arena costs	$3,478
Sponsors functions	$12,173
Marquee Lighting costs	$1,739
Programme Costs	$4,218
Furniture Hire - tables/plates etc	$2,609
Volunteer Food and Refresments	$8,870
Signage and Printing	$1,735
Radio Hire	$261
Jess Roberts/Libby Law Cost	$3,000
Petrol	$500
Bulletin sponsor page advt	$609
Prize Money	$21,391
Total Expenses	**$245,978**
Net Profit/Cost	$3,649

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: Race to Tieke - Brian Perry Classic
Date of Event: 14-16 February 2024
Frequency of Event (e.g. 'one-off', 'annual'): Annual
Is your event: National/ International
Location or venue: Tieke Golf Estate, 72 Lochiel Rd, Rukuhia
Time of event: between 9am & 5pm each day (Wednesday evening until 9pm)
Type of event: sports/recreation

Section 2 – Event Description

Event outline:
This a golf event that has been held annually in the Waikato for 10 years. In 2023 it moved to the newly opened Tieke Golf Estate, located in the Waipa District. This event caters for professional golfers, elite juniors and paying amateurs

In 2024 this event has increased status as it will combine as the season-ending Championship for New Zealand Professional Golf Tour named the Jennian Homes Charles Tour. This will no doubt attract some media attention and spectators visiting the region.

The event also has three components;

1. Professionals & Elite Amateurs – a mixture of some of New Zealand's best golfers as well as some international players competing for $100,000.
2. Elite Juniors who are invited to compete for $10,000 worth of scholarships
3. Paying Amateurs – teams pay for the opportunity to play alongside Professional Golfers for the first two days and compete for the teams prizes

Accompanying the event is two social functions;
1. Dinner: Function which includes a guest speaker and the opportunity for other speakers as required, as well as fundraising for our Junior Golf Program
2. Presentation lunch: as part of this there is a chip-off, at the 2023 event 15 amateurs competed against Waikato local Steven Alker , who is the world's leading senior golfer.

Other organisations involved in the event and/or providing support: Who / How? Golf New Zealand Waikato Golf Association Also, we plan on approaching Waikato Tourism & Hamilton City Council for support

Section 3 – Funding and Support

Amount of funding support requested: $15,000

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	Course/facility preparation	20,000
Community Funders	*Nil*	
Business sponsorship	Perry Group, Jennan Homes, GolfNZ, Trade Depot, NZ Carbon Farming	*90,000*
Other non-cash contributions / in-kind support	*Entry fees*	*50,000*

Council requires a copy of your event budget and bank deposit slip

☐ A copy of your event budget

☐ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand: We believe this event is fitting with this brand as it will bring together New Zealand's top golfers, completing in the final of New Zealand's professional golfer tour. Waipa will be recognised in promoting the event, alongside other sponsors.
Opportunity for an official/Mayoral welcome or invitation for elected members to be involved: The evening dinner would be a suitable and welcomed tine for a Mayoral welcome.
Vocal endorsements: Mention would be made at various times during the event.
Online presence: (please outline any social media or websites your event has): Recognition alongside other sponsors/supporters.
Advertising (please specify type and if council's brand will be included): This event will promoted digitally nationally through Golf NZ and locally, of which Waipa will be included.
Complimentary ticketing: N/a
Opportunity for an official/Mayoral welcome: as above
Other benefits (please detail all opportunities in full): Opportunity to promote our event to the benefit of Waipa, waipa staff on site for activation

Marketing plan (please include a summary of how you intend marketing this event):
Golf NZ database going to 9ver 130,000 nationally
Targeted communication to local businesses and golfers.

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

Demographic of main audience: (e.g. 18 and under, 35+, families, etc.)
35+ business orientated attendees, some like Perry Group, APL, Jennian Homes are already involved in Waipa, but others who potentially could be.

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants	70	70	10
Spectators	150	150	20
Trade			

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*

Yes, likely length of stay is 3+ nights

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*
APL
Perry Group
Trade Depot
Jennian Homes

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

This event show cases one of New Zealand's best golf courses, which is located in Waipa.
It also allows local business leaders connect and showcase with those from outside the region.

If you require more space, please attach your answer to this document.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? (*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*	Yes
What was the outcome, if known? Advice is that the nature of the event is inline with our normal operation.	

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data?	Yes

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*): [redacted]
Contact person: [redacted]
Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]

Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted]
GST registered? (*please circle*) [redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form: [redacted]

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Final Checklist – Have you……?

Y Reviewed the fund criteria and expectations of successful applicants.

Y Filled in all areas of this application form.

Y Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.

Y Attached financial requirements: Event budget and bank account details.

Y Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

				AMATEUR TEAM	
AMATEUR TEAMS ENTRY PRICE SCENARIOS (yellow is current GST excl fee)				$ 2,500	$
EXPENDITURE TO HOLD TOURNAMENT			**Excl GST**	**NZD**	**N**
Prize Money TBA $100,000 pool. Payout based on placing 50% and prorata of events percentage played in Jennian Charles tour through year 50% (will pay out less due to prorata amount but left total in at present)			$ 100,000	$ 100,000	$ 10
Course and Venue Hire, Carts etc Tieke providing			$ -	$ -	$
Morning tea Thursday on arrival pre tee off at 11am	200	per head	$ 25	$ 5,000	$
Lunch Dinner/Drinks Thursday night players amateurs 28 other guests	200	per head	$ 75	$ 15,000	$ 1
Morning tea Friday on arrival pre tee off at 10am	200	per head	$ 25	$ 5,000	$
Lunch Dinner/Drinks Friday players amateurs 28 other guests	200	per head	$ 75	$ 15,000	$ 1
Tournament Management - run calcutta etc	Richard Lee and NZ Golf providing				
Prizes, look for sponsor support			$ 20,000	$ 20,000	$ 2
TOTAL EXPENDITURE				**$ 160,000**	**$ 16**
LESS REVENUE STREAM POSSIBILITIES					
NZ Golf Sponsorship TBD			$ (25,000)	$ (25,000)	$ (2
Jennian Holdings			$ (25,000)	$ (25,000)	$ (2
Perry Group			$ (25,000)	$ (25,000)	$ (2
Existing Perry Group Sponsors					
APL/Trinity Hill			$ (12,000)	$ (12,000)	$ (1
Trade Depot prizes (should/could we replace with Carters)			$ (15,000)	$ (15,000)	$ (1
NZ Carbon Farming			$ (7,500)	$ (7,500)	$
Heinekin (Tieke sponsor) or NZ Golf (Brewing sponsor) offset drinks			$ (5,000)	$ (5,000)	$
Entry per Amateur Player Teams - 2 teams per tee (6 free for sponsors th	30			$ (75,000)	$ (9
Events Waikato			$ -	$ -	$
TOTAL REVENUE				**$ (189,500)**	**$ (20**
BALANCE FOR JENNIAN / PERRYS TO UNDERWRITE OR (RECOVERED) - WHICH COULD INCREASE POOL OR REDUCE MAJOR SPONSOR COSTS				**$ (29,500)**	**$ (4**

Charles Tour Race to Tieke to start in 2023.

The 2023 Jennian Homes Charles Tour season will be greatly enhanced with the first season ending championship event, with a prize purse of at least $100,000 underwritten by both Jennian Homes and the Perry Group to be played at the end of the Jennian Homes Charles Tour season at the Waikato's marquee Tieke Golf Estate in February 2024.

All Jennian Homes Charles Tour tournament players will now be battling it out to gain as many points at each Jennian Homes Charles Tour event as they can, as the leading 24 players will qualify automatically for the 54 holes Charles Tour Race to Tieke season ending tournament at the Tieke Golf Estate.

The Charles Tour Race to Tieke will start at the inaugural Hastings Open to be played played at the Hastings Golf Club from the 26th to the 29th January 2023. In each calender year the points accumulated will decide the qualifiers for the Charles Tour Race to Tieke event to be held at the start of the following year.

In addition to the leading 24 players over the season there will also be 6 tournament invites to create a field of 30 players who will play with pro-am teams over the first 36 holes before a seeded draw to determine the season champion on the final day over 18 holes.

In an exciting addition to the $100,000 prize purse, players will earn more prize money

based on the number of Jennian Homes Charles Tour events that they play during the season. If a player accepts a tournament invite and hasn't played during the season, they will only be eligible for 50% of the $100,000 prize money earnt for their finishing position. However if a player has played all Jennian Homes Charles Tour events, then they will receive all of the allocated prize money for their tournament finishing position. A player in say 25% of the Jennian Homes Charles Tour events during the year will receive 50% of the prize money allocated to their tournament finishing position and the other 50% would be paid out at 25% only for the events they played.

Amateur golfers will also be eligible to earn

their way into the season finale event to compete alongside the countries leading professionals.

In addition to the $100,000 prize pool, through its ownership of the NZ Open, Golf NZ will provide the leading amateur or pro at the Charles Tour Race to Tieke event, (who has not already qualified), an entry into the NZ Open for 2024.

Stu Munro from Jennian Homes said “Jennian Homes is proud of its continued support of Golf NZ and celebrates the

pathway for young amateurs and professionals to experience tournament play within NZ to assist and prepare them for success on the international stage. With the partnership of Perry Group, under the leadership and support of Simon Perry, Jennian Homes and Perry Group believe the Charles Tour Race to Tieke event will be a major boost for not only golf in general but tourism for the Waikato region”

Simon Perry from Perry Group said; "We are delighted to partner with Jennian Homes and Golf NZ in supporting this new Charles Tour season ending event. Perry Group has sponsored our unique Waikato teams event for over a dozen years now, and the opportunity to become part of this Charles

Tour event while continuing to support Junior Golf and Kiwi professionals was an easy decision to make. Bring on the Charles Tour Race to Tieke!"

Dave Mangan, General Manager Championships and Golf Operations is pleased Golf NZ is able to promote this season ending additional event.

“Jennian Homes first supported the Charles Tour in 2015 and to have their support for so long has been outstanding for the golfing landscape in New Zealand. While each year the players have competed for the Jennian Homes Charles Tour Cup we have always desired a season ending event.

“With Jennian Homes, Perry Group and the Tieke Golf Estate’s support we should see an exciting finish to the season, as well as excitement and interest during the year where the players are trying to get into that top 24.”

“Just as Jennian has supported Golf New Zealand so well, the players in turn now get a bigger financial incentive for the more events that they support.”

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: Orchids & More
Date of Event: September 29-October 1, 2023
Frequency of Event (e.g. 'one-off', 'annual'): One-off
Is your event: ☐ District/Regional wide √ National ☐ International
Location or venue: Mystery Creek Events Centre
Time of event: 10am-4pm Fri-Sat; 10am-3pm Sun
Type of event: (sports/recreation, arts/cultural, community, other?) Garden & family

Section 2 – Event Description

A National Orchid Expo is held every 3 years under the auspices of the Orchid Council of NZ. Normally, an orchid society would organise such an event, but this time no society was willing to take it on, so a group of committed individuals are working on Orchids & More. Event description: Orchids & More knits together two strands for plant lovers: 1: The main feature of the National Orchid Expo is the artistic displays of massed flowering plants – individual plants and the displays themselves will be judged using the internationally recognized Orchid Council of NZ-accredited system and prizes awarded. For Expo registrants, the programme includes speakers, including 2 from overseas. 2: The event has been designed to attract as wide an audience as possible with the inclusion of 'rare and exotic plants' beyond orchids. Day visitors will also have the chance to enjoy free talks and demonstrations throughout the weekend, as well as access to 'rare' plants of all types, growing gear, and information from the growers themselves. The objectives of Orchids & More are two-fold – to support, encourage and upskill growers / gardeners of all sorts and at all stages, and to expose people to a hobby that offers many benefits to mental and physical wellbeing. In these hard economic times we're delighted that the vast majority of our vendors are 'mum and dad' owner-operated businesses.
Other organisations involved in the event and/or providing support: Who / How? Orchid Council of NZ – seed funding, advisory support including treasurer overview. Waikato Orchid Society – volunteers. Tauranga Orchid Society – volunteers. Waitakere Orchid Society – volunteers.

Section 3 – Funding and Support

Amount of funding support requested: $5,000.00

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	Orchid Council of NZ	1,000.00
	Trophy sponsorship from orchid societies	3,250.00
Community Funders	Pub Charity	5,000.00
	Horticentre Trust	2,875.00
Business sponsorship	Dalton's	1,500.00
	Ninox Orchids	750.00
Other non-cash contributions / in-kind support	Yates: Small amount of product for prizes NZ Gardener: Paid for 3 ads, received 1 more free	

Council requires a copy of your event budget and bank deposit slip

√ A copy of your event budget

√ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Event leveraging and in-kind support

Council Event Equipment: Council has some event equipment which can assist your event. This equipment isn't always available and conditions must be met for use. Council staff involvement and resources loaned will contribute to our overall support. Council requires an event to have volunteers to assist with the set up/pack down of this equipment.

Waipā Event Equipment	Required Y/N	Set Up Date	Pack Up Date
Branded 3m x 3m pop up tent (1)			
Branded 6m x 3m marquee (1)			
Branded 6m x 6m marquees (2)			
Inflatable branded bike			
Inflatable branded arch			
Lectern with branding			
Crowd control barriers (20)			

Section 5 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand:
If the Council is able to fund us at the level requested, we would add your logo to our website and social media banners. Our Funders and Sponsors are recognised with profiles in our newsletters and social media, including images and the Council would join this line-up.
Your brand added to our prize certificates – our champions will be your champions too!
Logo added to our email signature.
Logo placed prominently in Registrant Handbook (anticipated 120 copies).
If the Council has banners (pull-up, teardrop) available, these could be placed in the entry foyer outside the main door and inside the main door. Council would be welcome to give us tourism brochures to place in the foyer for visitors to take. If you'd like to staff a stand, we'd be happy to provide that free of charge (normally $460).
Thanks to our Funders and Sponsors will be made again in a wrap-up newsletter after the event.

Opportunity for an official/Mayoral welcome or invitation for elected members to be involved:
Opening & Prize-giving on the evening of Thursday, September 28 at Mystery Creek Events Centre.

Signage placement:
Two banners in foyer either side of the main door; two inside the main door.

Vocal endorsements:
Our Funders and Sponsors will be thanked individually at the Opening; when the Lecture Programme starts on September 29; and at the Expo dinner on September 30. Committee members will be briefed to mention our Funders and Sponsors during media opportunities.

Online presence: (please outline any social media or websites your event has):
Newsletters are posted to our website regularly, and Funders and Sponsors profiled. The newsletter schedule will be twice a month in June and July, and weekly in August and September.
These profiles are also being used on our social media. An email containing a link to a new newsletter goes to all orchid clubs and societies (which they are asked to share with their members), our vendors and others.
Website: https://orchidsandmore2023.wordpress.com/
Facebook: https://www.facebook.com/orchidsandmore23/
Instagram: https://www.instagram.com/orchids23more/

Advertising (please specify type and if council's brand will be included):
NZ Listener, NZ Gardener and Kiwi Gardener are signed off and some have started appearing in their 'Noticeboard' sections. We intend to advertise in community newspapers and regional newspapers in Waipā, Waikato and Bay of Plenty and, if the Council is able to fund to the level we've requested, the council's brand could be included in these.

Complimentary ticketing: Yes, say 20.

Opportunity for an official/Mayoral welcome: The Opening event, as above.

Other benefits (please detail all opportunities in full):
Economic: Members of orchid clubs and societies from around New Zealand are travelling to Waipā for this event, booking accommodation and transport, and needing meals. The Expo dinner will be held at a Waipā venue. We are likely to have a Cambridge-based coffee cart on site for the public (maybe 2).
Social: We are happy to include Waipā visitor information material in 'goody bags' for Expo registrants. There are opportunities to include Waipā-branded items, and we are more than happy to discuss these.

Marketing plan (please include a summary of how you intend marketing this event): The 'golden triangle' of Waipā -Waikato-Bay of Plenty and Auckland is the major focus for our marketing and publicity. Our target demographic is anyone who loves plants. Orchids & More is being marketed as a destination event, which will benefit Waipā, and there will be an especial push towards lovers of indoor plants, now a major subset of the gardening public. It's to our advantage that Mystery Creek Events Centre has such a high national profile.
Our regular newsletters, which are available on our website for anyone to read, keep intending visitors informed of what to expect from the event. We are also tapping into the grass-roots by writing to garden clubs, special interest plant clubs, etc, in Waipā, Waikato, BOP and Auckland with a view to encouraging bus groups or car-pool groups to visit.
Our committee member looking after publicity has long experience in this area and good contacts at national level. We will approach RNZ, Stuff, NZME with story ideas. As well as advertising we already have two editorial stories appearing in NZ Gardener and one in Kiwi Gardener.
Social media is an important plank in our marketing and we have two committee members responsible for that. We will pay to 'boost' FB posts nearer the time, but we are already recording reaches of almost 2,500 people.
What's On listings have already been sent to long-lead magazines, eg, North & South, Kia Ora (Air NZ), and the event is featured across several pages in the recently published Orchids Yearbook 2023 (OCNZ).

Section 6 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

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

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants	10	30	2
Spectators	300	4,700	0
Trade	0	90	2

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.* Yes, we are encouraging people to stay in Waipā District, particularly in Cambridge because of its proximity to Mystery Creek Events Centre. We are not promoting any one provider over another. Lengths of stay will vary, but we anticipate most orchid people will come for 3 nights.
Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.* Mystery Creek Events Centre hire for 5 days Tieke Golf Estate restaurant hire for 1 night plus cash bar (Expo dinner) Accommodation providers (unknown number) Coffee/food cart(s) tbc.
Increased Wellbeing: The purpose of the District Promotion Fund is to promote the district as an attractive place to live, work, invest in or visit. To what extent does your event have the potential to meet this objective? Orchids & More, a national event, will attract a great many visitors from outside Waipā District. We know that orchid exhibitors, vendors and visitors are coming from as far afield as Dunedin and the Bay of Islands, and we have two speakers coming from overseas (USA and Taiwan). We are also heavily publicising/marketing this event in the 'golden triangle' of Waikato-BOP-Auckland and positioning Orchids & More as a destination event. The proximity of Cambridge to Mystery Creek should see the town benefit and, once there, people may be tempted to move! Gardening and caring for indoor plants are well-recognised as supporting physical and mental wellbeing – Orchids & More is a chance for like-minded people to come together, network, learn from one another, and be astonished by the infinite variety and beauty of nature. *If you require more space, please attach your answer to this document.*

Section 7 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? (*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*	Not applicable
What was the outcome, if known?	

Section 8 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data?	√ Yes	☐ No

Section 9 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*):
Trading name (*if different*):
Contact person:
Postal address:
Telephone (including mobile number/s):
Email:
Is the event organiser/organisation team paid or voluntary?
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.):
GST registered? (*please circle*)

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Final Checklist – Have you……?

√ Reviewed the fund criteria and expectations of successful applicants.

√ Filled in all areas of this application form.

√ Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.

√ Attached financial requirements: Event budget and bank account details.

n/a Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

Orchids & More – Rare & Exotic Plants

Incorporating the 10th NZ Orchid Expo 2023

Budget



[redacted]

a. Orchids & More Show Budget

Orchid& More Expo 2023									
Total Budget	**Unit**	**Quantity**	**Price**	**2023**	**2019**		**Budget Totals 2023**		
				Budget	**Budget**		**GST Inc**	**GST**	**GST Excl**
Income									
Programme & Proceeds									
Sub-total				0	0				
Advertising/Publicity/Registrations									
Registrations	attendee	90	160	14400	10800		14400	2160	12240
Registrations - Free	attendee	6	160	960	540		960	144	816
Sub-total				15360	11340		15360	2304	13056
Show Marshal									
Door Takings	day ticket	5000	10	50000	21600		50000	6522	43478
Commercial Stands	vendor	460	450	20700	10925		20700	2700	18000
Raffles				0	2000				
Sub-total				70700	34525		70700	9222	61478
Hospitality									
Saturday Evening Dinner	attendee	100	70	7000	5000		7000	913	6087
Saturday Evening Free	attendee	6	70	420	270		420	63	357
Posies				0	750				
Sub-total				7420	6020		7420	976	6444
Judging									
Sub-total				0	0				
Finances									
Sponsorship - Donations				5000	5000		5000	653	4348
Sponsorship - Services				3000	5000		3000	391	2609
Sponsorship - Prizegiving				3250	3850		3250	424	2826
Interest				0	0				

Sundry Income				0	100				
Sub-total				11250	13950		11250	1468	9783
Total Income				104730	65835		104730	13962	90769
Expenditure									
Programme & Proceedings									
Demonstrations				200	0		200	26	174
Local Speakers				200			200	26	174
Registration		6	160	960	180		960	144	816
Dinner		6	70	420	90		420	63	357
Incidentals - Travel Exp		5	100	500	200		500	65	435
Overseas Speakers:									
Airfares		1	7000	7000	3000		7000	913	6087
Accommodation	4 x 4 nights	4	165	660	2240		660	86	574
Registration		1	90	90	360		90	12	78
Breakfasts	4 x 4 nights			0	240				
Dinner		2	50	100	180		100	13	87
Incidentals				0	200				
Sub-total			7305	7850	6220		7850	1024	6826
Advertising/Publicity/Registrations									
Newsletters				0	250				
Magazine-Orchids				750	750		750	98	652
Magazine-Others				2679.50	2500		2679.50	401.93	2277.57
Posters & Brochures				1000	1000		1000	130	870
Social Media				1500	7500		1500	196	1304
Newspapers				8000	1500		8000	1043	6957
Registration Booklets				400	500		400	52	348
Registrants Handbook				100	1008		100	13	87

Branded Event Bags, etc				2000	1260		2000	261	1739
Other Expenses				300	0		300	39	261
Sub-total				16729.50	16268		16729.50	2233.93	14495.57
Show Marshal									
Mystery Creek Hamilton				17069.45	15119		17069.45	2226.45	14843
Table and Chairs				3500	0		3500	457	3043
Partitions and Setup	25	241	25	3500	6025		3500	457	3043
Bin Hire Cleaning				310	100		310	40	270
Catering Show Office				150	195		150	20	130
Cleaning				500	900		500	65	435
Fire Safety				0	0				
Equipment Hire				200	2000		200	26	174
Electricity				300	400		300	39	261
Raffle Costs				150	1000		150	20	130
Security inc				2576	0		2576	336	2240
Volunteer Coats				0	105				
General Expenses				500	500		500	65	435
Sub-total				28755.45	26344		28755.45	3751.45	25004
Hospitality									
Saturday evening dinner		120	70	5500	4770		5500	717	4783
Thursday Opening/Preview		125	20	3000	2000		3000	391	2609
Posies				0	200				
Sub-total				8500	6970		8500	1109	7391
Judging									
Show Schedule				100	600		100	13	87
Computer & Printing				2000	1700		2000	261	1739
Judges Expenses				400	400		400	52	348
Sub-total				2500	2700		2500	326	2174

Finances									
Saturday dinner - free	6								
Bank Fees/Eftpos	Aegis			1150	150		1150	150	1000
Photocopying				100	150		100	13	87
Stationery				150	50		150	20	130
Postage				375	200		375	49	326
Committee Travel Costs				2000	900		2000	261	1739
Prizegiving				3250	3850		3250	424	2826
Certificates & Rosettes				150	150		150	20	130
Website Expenses				100	90		100	13	87
General Expenses				700	1250		700	91	609
Sub-total				7975	6790		7975	1041	6934
Expenditure				72309.50	65762				
Contingency				7000.00					
Total Expenditure				**79309.95**	65762				
Profit/Loss				**25420.05**	**73**				

b. Orchids & More Account Cash Flow Aug 2022 - 21 March 2023

	Date	In	Out	Balance	Comment
Aug	1/08/2022			0.00	
	24/08/2022	100.00	0.00	100.00	Trophy Sponsorship Weedon
	30/08/2022	200.00	0.00	300.00	Trophy Sponsorship BOP OS
	31/08/2022			**300.00**	**Balance**
Sept	1/09/2022	1000.00	0.00	1300.00	Transfer from OCNZ Main Account
	2/09/2022	0.00	486.45	813.55	Donella Jones Design Expo logo
	2/09/2022	200.00	0.00	1013.55	Trophy Sponsorship Bioleaf
	13/09/2022	100.00	0.00	1113.55	Trophy Sponsorship Sth Akl OS
	19/09/2022	100.00	0.00	1213.55	Trophy Sponsorship Whangrei OS
	19/09/2022	100.00	0.00	1313.55	Trophy Sponsorship Bay of Islands OS
	19/09/2022	100.00	0.00	1413.55	Trophy Sponsorship Wairoa OS
	21/09/2022	200.00	0.00	1613.55	Trophy Sponsorship Taranaki OS
	21/09/2022	100.00	0.00	1713.55	Trophy Sponsorship M Lomas
	28/09/2022	100.00	0.00	1813.55	Trophy Sponsorship Wellington OS
	29/09/2022	100.00	0.00	1913.55	Trophy Sponsorship P Fisher
	30/09/2022	100.00	0.00	2013.55	Trophy Sponsorship Nelson OS
	30/09/2022			**2013.55**	**Balance**
Oct	5/10/2022	200.00	0.00	2213.55	Trophy Sponsorship Howick OS
	10/10/2022	100.00	0.00	2313.55	Trophy Sponsorship Wanganui OS
	12/10/2022	100.00	0.00	2413.55	Trophy Sponsorship Hibiscus Coast OS
	21/10/2022	200.00	0.00	2613.55	Trophy Sponsorship Hawkes Bay OS
	31/10/2022			**2613.55**	**Balance**
Nov	22/11/2022	100.00	0.00	2713.55	Trophy Sponsorship Odont. Alliance
	22/11/2022	250.00	0.00	2963.55	Trophy Sponsorship Tauranga OS
	25/11/2022	200.00	0.00	3163.55	Trophy Sponsorship Waitakere OC
	30/11/2022			**3163.55**	**Balance**
Dec	1/12/2022	100.00	0.00	3263.55	Trophy Sponsorship Manawatu OS
	2/12/2022	0.00	109.25	3154.30	Donella Jones Design Expo logo
	2/12/2022	500.00	0.00	3654.30	Trophy Sponsorship Waikato OS
	14/12/2022	460.00	0.00	4114.30	Commercial Stand fee AA Construction
	15/12/2022	100.00	0.00	4214.30	Trophy Sponsorship CSA NZ
	31/12/2022			**4214.30**	**Balance**
Q1 Jan - March 2023					
Jan	20/01/2023	2875.00	0.00	7089.30	Horticentre Funding
	20/01/2023	460.00	0.00	7549.30	Commercial Stand fee Leroy Orchids
	20/01/2023	460.00	0.00	8009.30	Commercial Stand fee Philip Zhou
	20/01/2023	460.00	0.00	8469.30	Commercial Stand fee Orchid Supplies NZ
	23/01/2023	460.00	0.00	8929.30	Commercial Stand fee Bartz
	26/01/2023	460.00	0.00	9389.30	Commercial Stand fee Garden Plants
	31/01/2023			**9389.30**	**Balance**
Feb	28/02/2023	28.86	0.00	9418.16	Gross interest
	28/02/2023			**9418.16**	**Balance**
Mar	20/03/2023	1845.00	0.00	11263.16	Daltons sponsorship and Commercial stand fee
				11263.16	**Current Balance + $5000 = 16263.16**

Note: $5000.00 grant from Pub Charity deposited in OCNZ Main Account 2/3/23
express purpose to part-pay Mystery Creek Hire Fee by 31/5/23

c. Orchids & More Account Estimated Cash Flow Q2, Q3, Q4 2023

Q2 April - June 2023		In	Out	Balance	Comment
		16263.16			Q1 Balance
		11960.00			Commercial Stand hire fees
		7200.00			Registrations
			7000.00		Advertising
			5000.00		Part-Payment Mystery Creek
			500.00		Registration Handbooks
			100.00		Show Schedule
Subtotal		**35423.16**	**12600.00**		
Balance				**22823.16**	
Q3 July - Sept 2023					
		22823.16			Q2 Balance
		5980.00			Commercial Stand hire fees
		7200.00			Registrations
		40000.00			Door Takings
			7000.00		Airfares
			400.00		Locals Speakers/Demonstrations
			12069.45		Mystery Creek Venue Hire balance
			7000.00		Advertising
			3250.00		Prizegiving, Prize Money
			2000.00		Branded Event Bags, etc
			300.00		Other Expenses
			300.00		Rosettes and Certificates
Sub total		**76003.16**	**32319.45**		
Balance				**43683.71**	
Q4 Oct - Dec 2023					
		43683.71			Q3 balance
		10000.00			Door Takings
			7510.00		Partition/table/chair/rubbish bin hire
			500.00		Cleaning
			300.00		Electricity
			2576.00		Security
			7000.00		Saturday Evening Dinner
			660.00		Overseas Speaker Accommodation
			100.00		Incidentals Travel Expenses
			2400.00		Judging and Computer Expenses
			3150.00		Catering Prizegiving/ Show Office
			1125.00		General Expenses/Stationery, etc
			1150.00		Aegis Security (cash, eftpos)
			2000.00		Committee Travel Costs
Subtotal		**53683.71**	**28471.00**		
Balance				**25212.71**	

d. Summary of Sponsors and Funders to 21 March 2023

Sponsor/Funding Organisation	Value $	In Kind $
Trophy Sponsorship from affiliated Orchid Societies	3250.00	
Vendor Sponsorship	4500.00	
Horticentre	2875.00	
Pub Charity Ltd	5000.00	
Yates		Selection of free gardening product. Value $110.00
Total	**15625.00**	**110.00**

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: New Zealand Polo National Club Championships for the Savile Cup
Date of Event: 28th February -3rd March 2024
Frequency of Event (e.g. 'one-off', 'annual'): Annual
Is your event: ☐ District/Regional wide ☐√ National ☐ International
Location or venue: Kihikihi Domain,Mystery Creek ,Cambridge polongrounds
Time of event: 11.00am - 5.00pm Daily
Type of event: (sports/recreation, arts/cultural, community, other?) Sports

Section 2 – Event Description

Event outline: Outline on a separate Sheet
Other organisations involved in the event and/or providing support: Who / How? Kihikihi Cricket Club – parking assistance New Zealand Polo Association – match officials Kihikihi Domain Users Group

Section 3 – Funding and Support

Amount of funding support requested: $4500.00

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	*As Attached : budget on separate sheet*	
Community Funders		
Business sponsorship		
Other non-cash contributions / in-kind support		

Council requires a copy of your event budget and bank deposit slip

☐ A copy of your event budget

☐ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand: Event Program. Flyers. Posters. Signage. Marquees. Gazebo/Pop Up Tent Social Media posts
Opportunity for an official/Mayoral welcome or invitation for elected members to be involved: An address by Mayor is welcomed as is a forward from them for the event programme.

Vocal endorsements: Radio Advertisement. PA System announcement over the week and on finals day. Vocal acknowledgement at prize giving
Online presence: (please outline any social media or websites your event has): Club Website. NZ Polo Website. Sponsors websites where applicable. Facebook, emails and twitter
Advertising (please specify type and if council's brand will be included): Radio, Newspaper, Internet - $500
Complimentary ticketing: YES
Opportunity for an official/Mayoral welcome: Yes
Other benefits (please detail all opportunities in full): Official welcome by the Mayor on the day. Presentation of awards on the day. Event program forward Logo in the program and on the front cover
Marketing plan (please include a summary of how you intend marketing this event): New Zealand Polo Website. Kihikihi Polo Website with links to other relevant polo sites and Facebook pages. Te Awamutu I site and Cambridge I site websites and posters at their locations New Zealand Polo Annual nationwide Year Book Galleries of photos from previous years placed in national and international magazines by official photographers Radio announcements and interviews with players on Talkback sports shows Newspaper advertisements and editorials Roadside signage at key locations

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

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

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants	80	40	8
Spectators	750	300	20
Trade	N/A	N/A	N/A

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*

Yes:

Motels, B & B's, Homestays within Waipa District

People are encouraged to stay for the tournament.

Four nights from Wednesday – Sunday. Tournaments participants and entourage paddock their horses locally so need accommodation for themselves also nearby.

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*

There are many local businesses providing services including:

Vets, Waste Disposal, Food and Beverage, Electricians, Fuel companies, Printers, Caterers, Hire companies, Accommodation providers

Increased Wellbeing:

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

See separate sheet provided under Benefits and Analysis

If you require more space, please attach your answer to this document.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? (*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*	√Yes ☐ No
What was the outcome, if known? GRANTED	

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data?	☐ √Yes ☐ No

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*):
Contact person: [redacted]
Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]

Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted]
GST registered? (*please circle*) [redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form: [redacted]

Position in organisation: [redacted]

Daytime contact phone number: [redacted]

Signed:

Date:

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Final Checklist – Have you……?

- ☐ Reviewed the fund criteria and expectations of successful applicants.
- ☐ Filled in all areas of this application form.
- ☐ Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.
- ☐ Attached financial requirements: Event budget and bank account details.
- ☐ Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

KIHIKIHI POLO CLUB (Inc)

[redacted]

BENEFITS AND ANALYSIS

EVENT BACKGROUND.
Savile Cup Tournament

This event is held annually, and is the "log of wood" of Polo in New Zealand.
It draws on teams representing their clubs Nationwide and is played for the most sought after trophy – The Savile Cup – one of the oldest Trophies in New Zealand sport.

As hosts, Kihikihi Polo Club provide a top venue with some of the best Polo Grounds in New Zealand. And for this tournament because of its popularity attracting evermore teams we will use facilities at Mystery Creek and Cambridge further showcasing the Waipa region.
The quality of the facilities and excellent organisational skills combine to achieve successful tournaments that both players and spectators alike enjoy attending.

In recent times Kihikihi Polo Club have hosted the Savile Cup in 2006, 2011, 2012, 2014 , 2018 and 2019. They have been granted hosting rights again for 2024.
This number of years reflects N.Z. Polo's desire to use the best available facilities as often as possible, which is what Waipa District and Kihikihi Polo are able to offer.
The downside of that however is that a relatively small number of volunteers are taking on an increased workload, organising Polo for the rest of New Zealand, and puts considerable strain on them and the financial resources available to them.

This event being held at Kihikihi , Mystery Creek and Cambridge promotes Waipa as an attractive District to a wide range of people to live, work and visit. The outcomes achieved by supporting this event include:

- Consistency with Council District promotion strategy
- Promotion of a key strategic leisure facility
- A showcase to both a resident and non-resident audience
- Consistency with LTCCP community outcomes and the objectives of Council's leisure plan
- Successful partnerships (with event organisers and sponsors) to promote community well being, such partnerships are recommended by the local Government Act.

BENEFITS AND ANALYSIS CONTINUED:

- Council facilities and Council reputation directly benefits from the profile and quality of this event. It promotes recognised district strength with increasing community appeal; it is therefore an event which increases the well being of the Waipa District.

SUMMARY

The event is based on New Zealand Club Polo.
The Savile cup being the most sought after by all who play polo in New Zealand.
It helps to showcase the equestrian facilities in the Waipa District and fully complies with Promotion Funding Criteria.

[redacted]

Savile Cup Event 2024 Budget:

Expenditure:

• Grounds Preparation	4,000	
• First Aid	1500	
• Balls	750	
• Advertising		500
• Waste Disposal	250	
• Toilet Emptying	500	
• Programme		550
• Parking	500	
• Vets	800	
• Trophies and Prizes	1,500	
• General	1,000	
Umpires	2500	
Total: $14,300		

Income:

- Team entry fees 9,200

Total: $9,200

Kihikihi Polo Club carry any loss not overcome with sponsorship

RECEIVED
19 MAY 2023
BY:

Waipā DISTRICT COUNCIL

Community Event Fund Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024

Section 1 – Event Details

Name of Event: Cambridge BMX Twilight Meet
Date of Event: Date to be confirmed by BMXNZ at AGM in July – applying for April 2024 – will definitely be held
Frequency of Event (e.g. 'one-off', 'annual'): Annual
Location or venue: Corner Lamb and Milton Streets, Leamington, Cambridge
Time of event: From 4.00pm to approx. 9.30pm
Type of event: (sports/recreation, arts/cultural, community, other?) Sports

Section 2 – Event Description

Event outline: Cambridge BMX Club Twilight Meet An enjoyable evening racing with lights Yet to be advised by BMXNZ if the event will include the following events:- Crank-it series, BMXNZ National super series, Retro Event (old bikes) Vast majority of riders will come from the North Island
Other organisations involved in the event and/or providing support: Who / How? No other organization will be involved

Section 3 – Funding and Support

Amount of funding support requested: $4000.00

What other funding/sponsorship are you seeking for this event?
The Community Event Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek, from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	*Supply shortfall to hold meeting if required*	
Community Funders	*Waipa District Council Event Fund*	*$4000.00*
Business sponsorship	*Nil* *We will be approaching businesses for age group Sponsors for the BMXNZ North Island Titles in October 2024*	
Other non-cash contributions	*Our BMX families are great at supporting working bees to keep facilities in good order for racing*	

Council requires a copy of your event budget and bank deposit slip

☑ A copy of your event budget

☑ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

It is important that Council's support is recognised. How might the proposed event do this? If there are other opportunities outside of what is listed below, please include these as well. You can also attach your events marketing plan.

Recognition of the Waipā Home of Champions brand: Flyer Waipa's signage around track
Opportunity for an official/Mayoral welcome or invitation for elected members to be involved: **The club does not have an official welcoming at this meeting but everyone is more than welcome to come and watch BMX'ing at its best**
Vocal endorsements: PA System
Online presence: (please outline any social media or websites your event has): Facebook Sporty Website
Advertising (please specify type and budget allowed): BMXNZ yearly calendar Flyer – Facebook – Sporty - Website
Complimentary ticketing or public giveaways that Council can promote: BMX has not entry fee for spectators to attend
Other benefits (please detail all opportunities in full): Promoting BMX'ing in Cambridge
Marketing plan (please include a summary of how you intend marketing this event): Write up in local newspaper – facebook - website

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of our local communities. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

Demographic of main audience: (e.g. 18 and under, 35+, families, etc.)
BMX ranges from sprockets (7 years and under) to 50+ riders
Most families have at least 2 adults attending plus children not riding
Community spectators

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā
Participants	70	130
Spectators	180	320
Trade	8	

Have estimated 2 Adults Per rider plus added extra children of familiies

Participation: How much will you be charging for people to attend your event?
No gate charge for families and spectators - $25.00 entry per rider

Local input: What local businesses or organisations are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*
St Johns
Cambridge Hire Bins and Cambridge Hire Centre
Coffee Carts

Increased wellbeing:
The underlying purpose of the Community Event Fund is to support grass-roots events that create opportunities to build and celebrate community pride and for our communities to connect and celebrate diversity. To what extent does your event have the potential to meet this objective and benefit the wellbeing of Waipā's residents?

As per attached sheet

If you require more space, please attach your answer to this document.

Section 6 – Consent Requirements

Cambridge BMX Club – Waipa District Council Community Event Fund

Section 5 – Increased wellbeing

This year throughout the winter season we are holding learning to ride classes followed by coaching sessions for the younger riders who have committed to join the club. There are also many who at this stage are not club members that join in. It was the wish of parents to carry on with these sessions throughout winter (as a rule we close down for the winter period). BMX'ing is the learning stage of cycling.
We have riders in the High Performance group and there are a few families attending the BMX Worlds in Glasgow this year. Our HP riders also take coaching sessions for the more experienced riders.
The BMX track is available to families etc to ride at any time other than when the club has specific club coaching or events (plus working bees for safety reasons)

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? *(Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*	☐ Yes ☐ No
What was the outcome, if known? Not as yet as we do not know a definite date – will be attended to later	

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion. The template can be found on our website or request a form at events@waipadc.govt.nz. Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event costs, outcomes achieved, attendee numbers and feedback, and other such post-event data?	☑ Yes ☐ No

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*):
Contact person: [redacted]
Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]
Is the applicant a legal entity? (e.g. incorporated society, trust, charity etc.): [redacted]
GST registered? (*please circle*) [redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public Meeting Agenda. 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: [redacted]

Position in organisation: [redacted]

Daytime contact phone number: [redacted]

Signed:

Date: [redacted]

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Final Checklist – Have you.....?

- [x] Reviewed the fund criteria and expectations of successful applicants
- [x] Filled in all areas of this application form
- [x] Completed/attached your 'Benefits Analysis – Increased Wellbeing' response
- [x] Attached financial requirements: Event budget and bank account details
- [x] Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: Events Advisor
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

WAIPĀ
HOME OF CHAMPIONS

Cambridge BMX Club – Budget for Waipa District Council Community Event Fund

Estimated Income

180 riders @ $25.00	4500.00		
Shop Income	1000.00		5500.00

Estimated Expenditure

St Johns Ambulance	1500.00	
Squorz – 180 @ $3.00 per rider	540.00	
Awards – 120 @ 15.00	1800.00	
Track preparation, shaping, grooming and liming	2070.00	5910.00
		$410.00 deficit

Costings include GST

Awards are dependent on numbers in each age group.

This meeting is our main fundraising for the year – annual running cost for the previous year = $15,000.00 excluding major projects.
The Cambridge BMX Club has been allocated the 2024 BMXNZ North Island Titles in October 2024

Waipa District Council – to whom it may concern

The Cambridge BMX Club has been allocated the BMXNZ North Island Titles at Labour Weekend – October 2024.
Estimated number of riders is 600 majority of which will be attending with their families
It will be a great asset to the Waipa District with accommodation etc over 4/5 days.
The estimated cost at this stage is $35,000.00 - $40,000.00

Businesses in Cambridge will be approached for age group sponsors and Grants will be applied for closer to the event.

Also included at this event is the "Mighty 11's" Tests against New Zealand and Australia. There are 2 tests, one for male and the other for female which include 4 x NZ age 11 riders against 4 x Australian age 11 riders.

This event was originally started 31 years ago by Errol Nelson of Cambridge and Neville Gray of Australia.

The Cambridge BMX club has a lot of experienced personel capable of holding major meetings we have many parents who assist with the organisation and running of events, namely BMXNZ Nationals, North Islands and the Oceanias.

Listed below are some of the items that need attention before the 2024 BMXNZ North Island Titles.
Replace bulbs in floodlights (this needs attention before the Twilight Meet)
Upkept of maintenance of track (shaping, grooming and liming)
Surrounds of the track, spectator and parking area
Maintenance of the grandstands
Painting of fences

Hopefully the Twilight Meeting, fund raising activities and grants will assist in the clubs expenditure between now and the North Island Titles so that the Waipa District can be proud of what the Cambridge BMX Club can achieve.

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: National Track Series – Round 2 & 3
Date of Event: 7-9 July and 15-17 September 2023
Frequency of Event (e.g. 'one-off', 'annual'): Annual
Is your event: ✔ National
Location or venue: Grassroots Trust Velodrome, Cambridge
Time of event: 3pm Friday – 1pm Sunday
Type of event: (sports/recreation, arts/cultural, community, other?) Sport

Section 2 – Event Description

Event outline:

The National Track Series (NTS) is open to U17 through to U23 track cyclists from around the country. The three-round series, now in its 6th year was created to provide track cycling opportunities to develop young riders in a competitive and supportive environment.

The series has two rounds in Cambridge and 1 round in Invercargill to allow all riders across the country have the opportunity to ride.

The series will offer riders and their coaches the opportunity to develop increased tactical and technical awareness and provide riders with relevant and practical educational and coaching workshops.

The two rounds held in Cambridge will bring in approximately 500 riders, families, coaches, officials and supporters from around New Zealand and from overseas per round.

Other organisations involved in the event and/or providing support: Who / How?

PRV & Worralls – providing cash sponsorship of $5000 for the entire series
We are also applying for trust funding from Lion Foundation

Section 3 – Funding and Support

Amount of funding support requested: $7000

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	The event receives entry fees from riders. This is likely to be approx. $21000 across the three event series.	*$21000*
Community Funders	We will be applying for trust funding for critical expenses (first aid and venue hire) worth approx $10k.	*$10000*
Business sponsorship	PRV & Worralls are confirmed as cash sponsors of the series contributing $5000 total.	*$5000*
Other non-cash contributions / in-kind support		

Please include:

✔ A copy of your event budget

✔ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Council Event Equipment: Council has some event equipment which can assist your event. This equipment isn't always available and conditions must be met for use. Council staff involvement and resources loaned will contribute to our overall support. Council requires an event to have volunteers to assist with the set up/pack down of this equipment.

Waipā Event Equipment	Required Y/N	Set Up Date	Pack Up Date
Branded 3m x 3m pop up tent (1)	N		
Branded 6m x 3m marquee (1)	N		
Branded 6m x 6m marquees (2)	N		
Inflatable branded bike	N		
Inflatable branded arch	N		

Lectern with branding	N		
Crowd control barriers (20)	Y - For July & September event	6/7/23 14/9/23	10/7/23 18/9/23

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand: The event will be able to provide brand recognition to Waipa Home of Champions through a number of means and platforms, see below:
Signage placement: Waipa banner mesh (40m) to be displayed on barrier fencing within venue. Waipa flags (x 4) to be displayed at entrance to venue. This is the main livestream backdrop so Waipa District Council will be widely represented both nationally and internationally.
Vocal endorsements: Regular MC announcements at the event endorsing Waipa Home of Champions as a contributing funder/sponsor.
Online presence: (please outline any social media or websites your event has): The event has its own website – www.nationaltrackseries.nz Waipa Home of Champions will be promoted through Cycling New Zealand's social media platforms including Facebook and Instagram.
Advertising (please specify type and budget allowed): Boosted Facebook posts for each event ($150) which will include Waipa Home of Champions as a supporting entity.
Complimentary ticketing: The track series encourages free spectating to further showcase the velodrome and the heart of Cambridge sporting champions.
Opportunity for an official/Mayoral welcome: Opportunity for Mayor or alternative representative to open each round and present prizes
Other benefits (please detail all opportunities in full): Inclusion (graphics and/or text) in the pre-event email that goes to all riders and team officials.

Logo/advert in online event manual
Marketing plan (please include a summary of how you intend marketing this event): The event will utilise Cycling New Zealand and partner connections to promote the event. This will include a social media activation plan, athlete endorsements, online event calendar placement, Edm and newsletters to membership. Riders – the event will be marketed to all licensed riders from U17 – U23 in NZ through social media, website and in newsletter. It will also be marketing to riders affiliated with Schools Cycling. Spectators – the event will mainly attract spectators that are family and friends of the riders, however will be marketed to the wider public through social media, the What's On Waipa website and through the venue.

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

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

Participants are aged 15 years – 22 years old. Spectators will be 35+ and likely family members of participants. It is anticipated that a small contingent of riders and supporters from Australia will attend the event.

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants	50	200	10
Spectators	100	200	10
Officials	2	4	

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*

Riders and supporters are likely to stay 2 – 3 nights in Cambridge for each event, so a total of 4 – 6 nights over the series. They will stay in local motel accommodation.

Cycling NZ uses local accommodation for 6-8 officials during both rounds of the series that take place in Cambridge

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*

The event is committed to contracting and utilising local business (where possible).

Grassroots Trust Velodrome – venue
Dynamo events – fencing
Crave - catering for volunteers and officials
Local Motel accommodation – for officials
Local coffee vendors
Local grocery items throughout the events
Local merchandise company employed
Local plant company utilised for podium presentation
Cafes, local attractions, the farmers market, karapiro, bike stores and retail business will generally value from the increase in visitor numbers as a result of this event.

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

This event will showcase Cambridge as an attractive place to live for cyclists of all ages, by using the Grassroots Trust Velodrome for racing (NZ's only Class 1 velodrome) and promoting the Te Awa River trail to enjoy outside of racing times.
The direct link is for up and coming cyclists identified by CNZ to become part of the hub of cycling in Cambridge as a targeted athlete. This requires the cyclist and usually their family to relocate to the Waipa district to uptake the opportunities.

If you require more space, please attach your answer to this document.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? (*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*	✔ No

What was the outcome, if known?

Not required

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data? ✔ Yes

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*):
Contact person: [redacted]
Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted]
GST registered? (*please circle*) [redacted] [redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form: [redacted]

Position in organisation: [redacted]

Daytime contact phone number: [redacted]

Signed: [redacted]

Date: [redacted]

Final Checklist – Have you……?

Yes Reviewed the fund criteria and expectations of successful applicants.

Yes Filled in all areas of this application form.

Yes Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.

Yes Attached financial requirements: Event budget and bank account details.

n/a Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

	NTS - 3 rounds 2023	Budget
	Income	
	Event Ticket Sales	
42310	**Total Ticket Sales**	
	Event Entry Income	$ 21,256.00
42300	**Total Event Income**	$ 21,256.00
48000	Sponsorship - Events	$ 5,000.00
	Total Sponsorship Income	**$ 5,000.00**
41410	Charitable Trusts - Events	$ 15,000.00
	Total Trust Income	**$ 15,000.00**
	SKY Contra	$-
	Total VIK Income	**$-**
48260	Event Certification Fees	**$ -**
	Total Event Certifiфcation Fees	**$-**
48300	Other	$ 7,000.00
	Total Other Income	$ 7,000.00
	Total Income	$ 48,256.00
	Expenses	
60200	Accommodation	$ 5,000.00
64640	Accrediation	$-
64660	Additional Furniture	$-
60400	Advertising	$ 150.00
61000	Airfares	$ 5,000.00
64620	Barriers	$ 900.00
61409	Audio Visual	$-
67605	Photography	$ 900.00
64610	Contract Staff	$-
64680	Hospitality	$-
62200	Daily Allowance	$-
64660	Commentator	$ 1,500.00
64650	Entertainment	$-
63600	Entry System Fees	$-
65000	Event Promoter Payments	$-
65400	Fees Other	$-
64660	General	$ 3,000.00
64660	Internet	$ 29.99

64950	Lighting and Power		$-
67000	Meals		$ 3,500.00
67100	Livestreaming		$-
67400	Petrol & Parking		$ 1,000.00
67600	Photocopying & Printing (incl Art Work)		$-
64630	Port-o-loos		$-
68100	Postage & Courier Fees		$-
68200	Prize Money		$-
64710	Rider Numbers		$ 1,200.00
65070	Security		$-
64690	Signage		$-
64660	Spectator Engagement and Education		$-
62895	Sky Production Costs		$-
61813	Commission		$-
64900	Event First Aid		$ 11,500.00
64660	Staging		$-
68400	Stationery		$-
68500	Telecoms		$-
65100	Timing and Radios		$-
64800	Traffic Management		$-
64700	Trophies and Medals		$ 750.00
69100	Uniforms		$-
69200	Vehicle Hire		$ 1,050.00
69300	Venue Hire		$ 15,700.00
65150	Volunteer Donations		$ 2,500.00
65180	Waste Management		$-
	Total Expenses		$ 50,979.99
	Total Operating Expenses		$ 50,979.99
	GROSS PROFIT		**$ 2,723.99**

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: Christmas Regatta
Date of Event: 15th – 17th December 2023
Frequency of Event (e.g., 'one-off', 'annual'): Annual
Is your event: ☐ District/Regional wide X National ☐ International
Location or venue: Lake Karāpiro, Mighty River Domain
Time of event: 08:00 – 18:00
Type of event: (sports/recreation, arts/cultural, community, other?) Sport/Recreation (Rowing)

Section 2 – Event Description

Event outline: This is a club rowing regatta open to all rowers. With events for all boat classes and competencies, this regatta provides all rowers a field within which they can be competitive. This regatta runs a traditional format. This regatta runs a traditional format, draws a steady number of competitors annually, including a number of crews from Australia. During the 2023 Christmas Regatta, there were 2221 competitors from 47 different rowing clubs across North Island and three clubs from Australia.
Other organisations involved in the event and/or providing support: Who / How? New Zealand Rowing Association (NZRA), trading as Rowing New Zealand (RNZ), is the governing body of rowing in New Zealand.

Section 3 – Funding and Support

Amount of funding support requested: $3 500-00

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	KRI be self-funding our budgeted overhead amount less sponsorship amounts received.	$88 017
Community Funders	NZCT (salaries)	TBC
Business sponsorship	KRI is supported by a number of sponsors, both local and national, that are recognized through exposure at our events and online.	$5 281
Other non-cash contributions / in-kind support		

Council requires a copy of your event budget and bank deposit slip

☐ A copy of your event budget

☐ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand:
You will be offered all the benefits afforded to both our Event and Merchant sponsors. Waipā District Council will have naming rights to at least one of the events of this regatta and all other regattas of the season. During the 2022 Christmas Regatta, Waipa District Council was allocated eight sponsored races for the event.

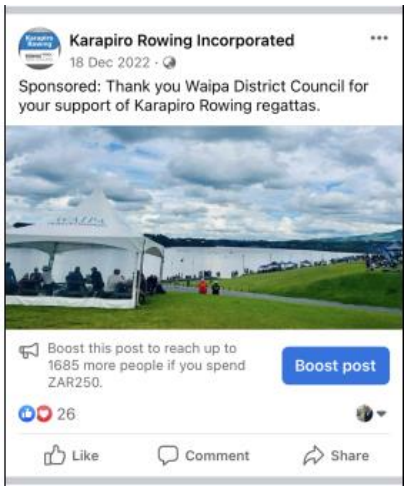
You will have the ability to attend these regattas to promote your service to our community. Key resources published for these regattas will recognize your support (e.g., regatta program, results, etc.).

Opportunity for an official/Mayoral welcome or invitation for elected members to be involved:
An available member of the KRI Executive Board would be happy to welcome any members of your team to the event. KRI would also be willing to provide an area for Council to host a hospitality function.

Vocal endorsements:
Repeated mentions by the commentator over the venue speaker system for each of Waipa District's Council Sponsored races. During the Christmas Regatta in 2022, Waipa District Council had eight sponsored events for the regatta. The blurb is provided by Waipa District Council. For the past season this was *"Waipa District Council is proud to call Waipa the Home of Champions. Council knows events like this will be playing a huge role in our successful recovery from the COVID-19 impacts and we are looking forward to a busy season ahead. Stay safe and make the most of these activities with friends and family."*

Online presence: (please outline any social media or websites your event has):
All of KRI's online platforms shall support and engage with Waipa District Councils own online platforms.
Website: Link
Facebook: Link
Instagram: Link
Examples of Facebook/Instagram posts include the following posted over the last year:

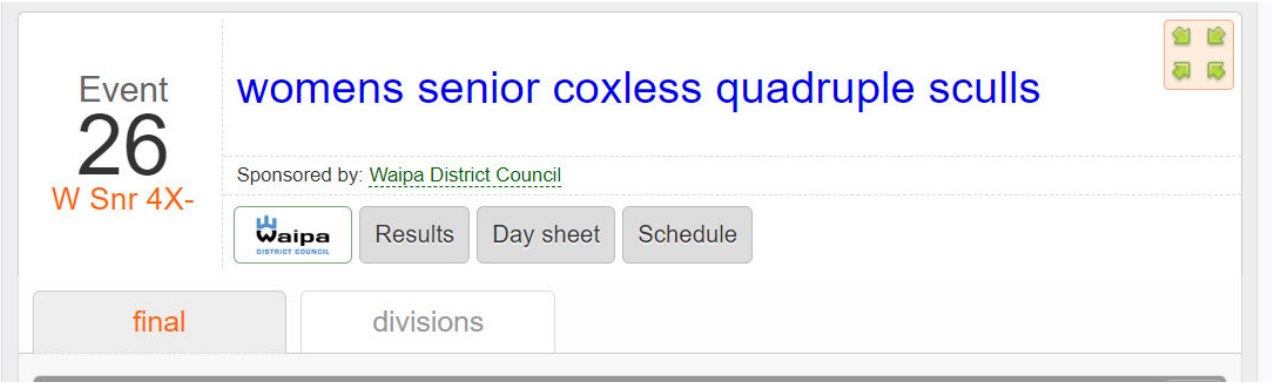






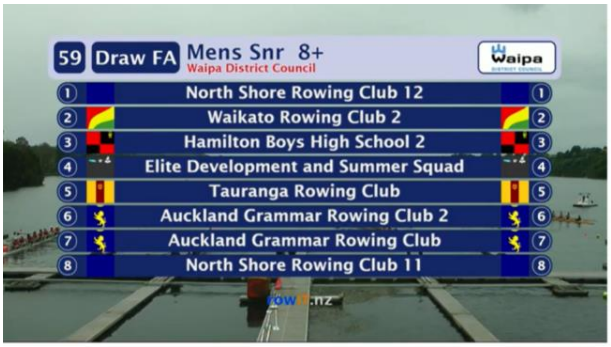
The event will also be loaded onto What's On Waipa.

Entries and the online race schedule via rowIT, includes the Race Sponsor's logo (and link to their website) per event they sponsor. This is a frequently visited site for access to the race programme, changes and results.



This past season, Karãpiro Rowing Inc also initiated Live Streaming via YouTube, for our major regattas. The Christmas Regatta was the first event where we tested the proof of concept. The race sponsor is recognized at the start and end of each event, through the inclusion of their logo on the race title.





For this initial streaming of one of our events, there were 866 views for the event.

Furthermore, the region and its iconic natural geography is showcased through the live stream to a national and international audience. Such as the Mighty River Power domain, Lake Karāpiro and its surrounds, the Karāpiro Dam and Mt Maungatautari and the Sanctuary Mountain Maungatautari. This will entice national and international travel of rowers to come compete at our lovely venue.

Advertising (please specify type and if council's brand will be included):
KRI has a limited advertising budget but places an advert in the national online magazine, The Rowing Hub, which shall include your branding.
The use of some of Waipa's equipment to be used at the event, e.g., promotional flags, banner mesh, etc. will further promote the council's brand.
All regatta communication (e.g., Regatta Information Letter and Safety Briefing, all includes logos from our Sponsors. This communication is distributed very widely.

Complimentary ticketing:
We do not charge spectators to attend our events other than a parking fee for which VIP parking passes can be provided to you upon request so you will not be charged.

Opportunity for an official/Mayoral welcome:
Should the Mayor and or representative want to welcome/address the public, this can be arranged.

Other benefits (please detail all opportunities in full):

Marketing plan (please include a summary of how you intend marketing this event):
A strategic approach using all our various online platforms and communications streams will be used to communicate all key details of this, and all our other regattas in the season, as well as any key organizational developments. This ensures that we are reach as many of the different demographics within our consumer group as possible on a platform of their choosing.

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

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

This regatta caters for both school age competitors and seniors (up until about age 35). Many of the school aged-competitors are supported by their parents while, a number of the adults may be supported by a partner.

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants	216	1051	27
Spectators	450	3500	5
Trade	3	7	

During 2022, 2120 spectator cars were parked over the three days.

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*

Yes, and the nature of our events leads to the need for over night accommodation due to the fact that racing commences at 8am and can run until 6pm over multiple days. Accommodation is booked not only by the travelling teams, but also by their families. Majority of the travelling competitors will stay as close to Lake Karāpiro as possible.

Karāpiro Rowing provides accommodation to our team of volunteers at the Lodge located at Mighty River Domain.

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*

Karāpiro Rowing Inc makes its best effort to include as many local businesses as possible, providing affordable season-long sponsorship opportunities, of which all of the below are a part of:

Mitre10 Mega Cambridge, Kaz Dezign, Footloose Cambridge, FreshChoice Supermarket Leamington, New World Cambridge, ONYX, Goldsmiths, Laszlo Boats NZ, Leamington Bakery, Veggie Fresh, Just Horse N Around, Get More Kit, Comins Pharmacy, Kebabilicious Cambridge and Takapoto Estate.

Karāpiro Rowing Inc also purchases majority of our supplies from local providers, for example, Leamington Bakery provides all lunches and afternoon tea. New World Cambridge and FreshChoice Leamington are used to purchase dinner and other supplies.

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

The event is held at one of, if not the most iconic location in Waipā. This will illustrate to all spectators and competitors alike, just what an incredible place this district is and the endless opportunities that it presents. It illustrates the community spirit present through the generous support provided by a number of local businesses, the large number of volunteers (many of whom are locals) that are crucial to the running of our regattas, and the support shown by spectators and between competitors. It also illustrates the emphasis that the Waipā District Council places on community and environmental well-being through the facilities that are available to the local, national and international community, whether they be sporting or other.

There is a reason why Lake Karāpiro is the host of almost all of New Zealand's premier domestic rowing regattas, and international regattas, and Waipā is it.

If you require more space, please attach your answer to this document.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? (*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*	X Yes ☐ No
What was the outcome, if known? As part of our annual booking forms, we work with both the Waipā DC and Waikato Regional Council to ensure all necessary requirements are met.	

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data?	X Yes ☐ No

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*):
Contact person: [redacted]

Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted]
GST registered? (*please circle*) Yes No [redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form: [redacted]

Position in organisation: [redacted]

Daytime contact phone number: [redacted]

Signed:

Date: [redacted]

Final Checklist – Have you……?

Y Reviewed the fund criteria and expectations of successful applicants.

Y Filled in all areas of this application form.

Y Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.

Y Attached financial requirements: Event budget and bank account details.

Y Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

Karapiro Rowing Incorporated
PO Box 1052, Cambridge 3450

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

11th May 2023

Dear Waipa District Council,

Please find attached Karapiro Rowing Inc's. (KRI) application for funding by the Waipa District Promotion Fund 2023-2024.

KRI are applying for grants towards the costs associated with regattas being held over the 2023-2024 rowing season. KRI will be hosting ten regattas which will range in size from approx. 350 to 2,500+ competitors and from 90 to 4,000+ spectators from around the country.

Athletes that attend our events are from schools and rowing clubs and range from school age through to masters. Our events also cater for all abilities from novices through to the NZ representative athletes. KRI prides itself on hosting world class events for any level, age or ability.

We are very proud that our regattas attract strong local community support. Not only do we have local volunteers who dedicate their time to KRI, we also prefer to use local businesses to provide goods/services to KRI. We engage with local providers and have the capability to encourage clubs/schools (by way of our extensive database) to use local.

One of the unique aspects of our regattas is that they generally run over a few days. Whilst many people enjoy coming to Lake Karāpiro to soak up the atmosphere at the Mighty River Domain and the regatta in progress, we find that spectators also have the time to head back in to the local shops to participate in some retail therapy. Many of our local sponsors have the opportunity to have commentary promoting their businesses. This commentary is put out over the PA system where our crowds get to hear about local businesses. As we have been granted District Funds in the past, we always make sure that you also receive PA announcements promoting local.

KRI has also successfully being able to live stream our major regattas over this last season, with viewership reaching 45k on the final day of the Maadi Regatta. Not only does this allow people from around New Zealand, but also globally to watch the racing and have the region and its iconic natural geography showcased, such as the Mighty River Power domain, Lake Karāpiro and its surrounds, the Karāpiro Dam and Mt Maungatautari and the Sanctuary Mountain Maungatautari. This will entice national and international travel of rowers to come compete at our lovely venue.

Our clubs/schools participating in these regattas all require accommodation. We know that from high end accommodation solutions right down to tent sites and local halls or churches, our clubs/schools heavily rely and support local accommodation providers. We will continue to encourage and promote local accommodation providers.

Rowing regattas have been administered by KRI for many years. KRI has a volunteer base of over 180. Prior to, during and post event this strong base of volunteers all contribute to the running of successful regattas. Key events we have been involved with include the 1978 World Rowing Championships, the 2010 Rowing World Cup and the 2017 World Masters Games. Our main focuses however, are running school and club level rowing regattas which are consistently well attended by athletes from all over New Zealand.

The funding would be used to cover the costs associated with the following events:

- KRI Memorial Rowing Regatta
- KRI Club Rowing Regatta
- KRI Christmas Regatta
- North Island Rowing Championships
- New Zealand National Championships
- Junior Rowing Regatta
- NI Secondary School Rowing Champs

The Mighty River Domain costs are one of the largest expenses KRI has, if our applications are successful KRI would be able to continue to keep any costs passed onto our participants to a minimum and encourage maximum participation from the rowing community.

KRI is also proud to support other users of Mighty River Domain and Lake Karāpiro by way of providing our infrastructure so they can run their events at this location. The events that require use of our infrastructure for the coming season are:

- RNZ Senior trials for World Championships
- Rowing NZ under 23 trials
- Rowing NZ under 18/19 trials
- Trans-tasman U19 regatta
- Rowing NZ Junior Trials
- Te Awamutu Regatta
- Regional Waka Ama Champs
- Waka Ama Sprint Nationals
- Hydroplanes Nationals
- Canoe Racing Nationals
- NZ Dragon Boat Nationals

All these events undeniably have a positive spinoff for the local community and KRI are always happy to provide our infrastructure so that these events can take place.

We have no doubt that the benefits of grants from the District Promotion Fund would flow through KRI and back in to the local community.

We thank you for considering our application.

Many thanks,

[redacted]

KARĀPIRO ROWING INC							
REGATTA SUMMARY BUDGET 2023/2024							
Expense Item	**Karapiro Memorial Regatta**	**Karapiro Club Regatta**	**Karapiro Christmas Regatta**	**North Island Club Champs**	**Nationals - NZ Rowing Champs**	**Junior Regatta**	**North Island Secondary Schools Regatta**
	TBC	2/3 Dec 2023	15/17 Dec 2023	26/29 Jan 2024	13 to 17 Feb 2024	24/25 Feb 2024	9/11 March 2024
INCOME							
Regatta Entry Fees	17,027	22,957	44,484	38,484	32,800	22,289	33,124
Regatta Amenity Fees	10,200	15,000	55,200	49,464	32,000	20,368	46,306
Regatta Tent Site Fees	1,770.00	1,770.00	5,460.00	5,355.00	2,120.00	2,120.00	4,460.00
Regatta Sundries	180	180	1,260.00	700	700	350	700
Regatta Parking	8,614.00	10,542.00	19,285.00	11,957.00	-	11,957.00	19,285.00
Annual Tent Sites	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Sponsorship	3,194.29	3,194.29	5,281.79	5,281.79	5,281.79	15,194.29	12,281.79
Total Income	**45,985.29**	**58,643.29**	**135,970.79**	**116,241.79**	**77,901.79**	**77,278.29**	**121,156.79**
EXPENSES							
Regatta Control Programme	3,340	3,340	3,874	3,874	5,750	300	3,874
Rowit	5,170	6,149	7,256	7,267	5,550	3,360	5,550
Regatta Catering	3,800.00	3,300.00	6,300.00	8,000.00	9,000.00	3,500.00	7,000.00
Casual Labour	1,000.00	1,000.00	3,000.00	3,200.00	3000	1,000.00	3000
Gate & Traffic	10,232.00	10,232.00	18,344.00	18,344.00	7,270.00	10,232.00	23,934.00
Regatta First Aid Care	2,870.00	2,870.00	6,125.00	7,992.50	6,687.50	3,780.00	7,370.00
Advertising Marine safety	109	109	109	109	109	109	109
Council Fees	9,230.00	9,230.00	20,961.95	21,815.33	16,699.82	9,840.37	21,420.98
Medal and Ceremonial Costs				3,000.00	3,000.00		6,050.00
Medals & Ceremonial - medal presentation				1,200.00	1,800.00		1,200.00
Boat Holders	2,400.00	2,400.00	3,600.00	4,800.00	6,000.00	2,400.00	3,600.00
Facility Set-up & Hireage	3,378.00	3,378.00	15,808.00	16,907.00	5,227.00	8,518.00	11,109.00
Regatta Security					9,013.68		3,004.56
Boat Fuel	1,760.00	1,760.00	2,640.00	1,760.00	4,400.00	1,760.00	2,640.00
	43,289.00	**43,768.00**	**88,017.95**	**98,268.83**	**83,507.00**	**44,799.37**	**99,861.54**
Contribution to over heads	**2,696.29**	**14,875.29**	**47,952.84**	**17,972.96**	**-5,605.21**	**32,478.92**	**21,295.25**

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: Frazzled Kiwi Adventure Race Cambridge 2023
Date of Event: Sunday 20 August 2023
Frequency of Event (e.g. 'one-off', 'annual'): annual 2023 will be our sixth Frazzled Kiwi Adventure Race – however we did not host Frazzled Kiwi in Cambridge from 2019 until last year's event on 14 August 2022.
Is your event: **x☐ District/Regional wide** ☐ National ☐ International
Location or venue: 261 Gray Road, Te Miro Private farm located within 30minutes drive from Cambridge
Time of event: 8.30am – 1.30pm, Sunday 20 August 2023 Key event times: > 8.30-9.30 - Registration opens > 9.45am - Race briefing > 10am - Race start (2-hour course – teams will be completed by 1pm) > Sausage sizzle available at finish line celebration zone. > 1pm - Prizegiving and thank yous
Type of event: (**sports**/recreation, arts/cultural, community, other?)

Section 2 – Event Description

Event outline:
Frazzled Kiwi is a two-hour adventure race that encourages teamwork, builds resilience and makes great memories. The event is perfect for schools, families, students, social adult and corporate groups. Teams use a map and clue sheet to find checkpoints and complete fun mystery activities.

"Amazing for our first adventure race. Well organised, beautiful scenery and a whole heap of fun." - Joy Collie

"This was our first adventure race. Was awesome doing it with my husband and son. Was also awesome doing it with so many other happy and adventurous people." – Liz Cyca

Registration: Registration opens at Race HQ from 8.30 – 9.30am. Teams will receive their maps and begin strategizing their route to complete the mystery activities and collect checkpoints to complete the 2-hour course.

Race briefing and event: Race briefing takes place 15-minutes prior to the race start. Marshalls will be stationed at key locations across the route, checking all teams at transition points. Teams run/trek to navigate the course and collect checkpoints and complete fun mystery activities within two hours.

Prize giving: Prize giving will be held on site from 1 – 1.30pm.

Other organisations involved in the event and/or providing support: Who / How?

- **TBC | Community partner organisation**
  Supporting the community where our events take place is important to us. We are currently finalizing a community partner for Frazzled Kiwi Adventure Race who will support our event by marshalling and hosting a fundraising sausage sizzle. In return, we will tell our audience about their mahi, provide c$1200 donation to the rōpū (event marshalling $1500, coin toss $700 projected income based on 350 participants all completing the $2 coin toss).

- **Cambridge isite | Promotion**
  We will continue to work with Miff and the Cambridge Isite team to promote our event to a local and national audience and to secure accommodation deals and advice to promote the best match local activities to our participants for this or a future visit to Cambridge.

- **Local businesses | Gift in Kind**
  We are approaching local businesses and national businesses with a local presence for a sponsorship partnership, gift in kind support for spot prizes and also hoping to secure items to provide team goody bags (such as Spoken Cycles, Cambridge). In return we use our online presence to promote their business or products to our teams. We are experienced at building local mutually beneficial relationships and providing benefits in return and will be approaching local businesses from mid-May to July to partner with our event.

- **Local schools**
  We will network with local schools – making contact by phone and email to let them know about the event; providing information to share and promotional materials and photos post-event to celebrate their students EOTC achievements.

Section 3 – Funding and Support

Amount of funding support requested: $5000.00 +GST

What other funding/sponsorship are you seeking for this event?

We are seeking additional support from local businesses as event sponsor and GIK donations for entry packs.

The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding *Participant entries (note different entry fees per event/age) based on 2021 event*	*Race costs*	*10500*
Community Funders *Waipā Council -* ***unconfirmed***		*5000 +GST*
Business sponsorship: *Event sponsor -* ***unconfirmed***		*1500 +GST*
Other non-cash contributions *Gift in Kind – various local businesses*	*Team prizes* *Goody bag items* *Spot prizes* *Prize draws* *Discount vouchers*	*$200*

Council requires a copy of your event budget and bank deposit slip

☐ A copy of your event budget

☐ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand:
Our focus will be around growing champions, the epic finishing champion feeling, champion teamwork and champion whānau/families which will align our main audience of families to the Waipā Home of Champions brand for Frazzled Kiwi Adventure Race. Based on previous races, we anticipate 85% or more teams entering into the family/school category.

Growing Champions
Via direct communications to schools, enewsletters and social media we will seek feedback from participating students on what being a champion means and use this to profile the event and growing champions.

Epic finishing champion feeling
Celebrate the finish line feeling – epic, proud, champion as part of our marketing and promotion. This will continue post-event with photo galleries and participant feedback.

Champion teamwork
Adventure racing is a team sport – the event helps build and grow team members and teams. Our promotions and communications will highlight champion teamwork and describe these qualities.

Champion whānau/families – when promoting family teams, benefits and positive experiences for whānau who have participated in Frazzled Kiwi, we will describe this as champion families/whānau.

Opportunity for an official/Mayoral welcome or invitation for elected members to be involved:
We would welcome this opportunity. Official welcome could be in person at the race briefing (9.45am) or involvement at the prize giving (approx. 1pm start – time dependent on when the last team completes the race).
Alternatively, an official welcome message – video, photo or graphic – could be shared on our social media and direct communications in our final race enewsletter sent to teams on Monday 14 August 2023).

Vocal endorsements:
Race Manager Fiona Cederman will give verbal thanks and acknowledgement at the race briefings and prize giving on Sunday 20 August.

Online presence: (please outline any social media or websites your event has):
Social media: Facebook is our social media handle with over 1400 followers at:
www.facebook.com/frazzled kiwi

We will cross-market to our Soaked in Adventure FB page (2700 followers) and Wander Women Adventure Race FB page (4100 followers) and new Instagram account (369 followers)

Working with our community group, we intend to share event information to local Facebook pages: Cambridge NZ Community information sharing group, Cambridge Grapevine, Cambridge Connections NZ etc.

Website: Soaked in Adventure website is our online registration portal and provides essential information for participants and people interested in taking part in one of our events:
https://soakedinadventure.co.nz/frazzled-kiwi-cambridge/

Advertising (please specify type and if council's brand will be included):
Waipā Home of Champions brand will be included in advertising and promotions.

We are experienced at maximizing free advertising channels such as engaging our audience on social media platforms (posts, reels), promoting to our database of over 2200, event web listings, local digital noticeboards, media releases, school newsletter listings and social media pānui etc.

Outcomes of our local newspaper advertising in 2022 was not as successful as geo-targeted promoted posts on Facebook. Advertising expenditure will be used for local posters (co-branded) and social media promoted posts.

Our event marketing manager is also budgeted to promote to local schools, businesses and relevant community groups; promote to the Soaked in Adventure database via e-newsletter, organic social media reach via regular posting to content categories.

Please refer: Frazzled Kiwi Marketing Plan Cambridge 2023 for more information.

Complementary ticketing:
Major sponsors and partners receive one complimentary team entry which can be used either by the organisation or as a prize draw.

Opportunity for an official/Mayoral welcome: Yes we would welcome this opportunity in person or shared via social media as described above.

Other benefits (please detail all opportunities in full):
Positive exposure: We will generate positive national exposure for Cambridge: we will profile Cambridge and our sponsors via our social media promotion plan and via e-newsletters to our database and to registered participants promoted visitation for both the Frazzled Kiwi weekend and promote future visits to the region. We would also do local photoshoots as well as using local Council/iSite assets to share with our audience.

Modest growth in GDP: We will promote via social media and direct e-newsletter, local accommodation, restaurants, cafes and shopping. We will approach local businesses to provide incentives (like vouchers) for Frazzled Kiwi participants to visit their premises and are seeking such partnerships.

Local activities: We will promote local activities such as exploring cycle networks, glow worm visits, kayak and jet boat tours, the new pool and more via our direct marketing e-newsletter and targeted Facebook posts: www.cambridge.co.nz/things-to-do/ We will seek discounts and prize giveaways for whanau adventures in Cambridge to help market our Cambridge family adventure weekend.

Inter-regional visitation:
Based on previous Frazzled Kiwi Adventure Races in Cambridge, we anticipate 40% of participants to travel from outside the Waipā District. In our 2022 and 2019 events, teams travelled from Tauranga, Auckland, Rotorua, Taupō, Auckland and other north island locations as well as across the Greater Waikato region to take part. We will use these locations for geo-targeted promotion.

As the event is 1 day only, we expect a small number of families to make a weekend away by paying for local accommodation. We will promote a family weekend adventure in Cambridge to encourage visitation.



Visitation and paid accommodation: We will promote accommodation listings from www.cambridge.co.nz/accommodation/ via our e-newsletter and Facebook posts.

Marketing plan (please include a summary of how you intend marketing this event):
www.facebook.com/frazzledkiwi/
www.facebook.com/soakedinadventure/

Our social media plan is based on the following content categories to engage and grow our audience:

- About Frazzled Kiwi Adventure Race
- Champion teams, families
- Training
- Cambridge/Waipā
- Testimonials and quotes
- Adventure racing tips
- Event sponsors/Partners
- Behind the scenes
- Community partner

We will also cross-market to Soaked in Adventure FB page.

Direct marketing: E-newsletter to database of over 2200 contacts plus e-newsletter to participants c400 contacts.

National and local event listings: including www.cambridge.co.nz, National multisport calendar: www.runningcalendar.co.nz and Adventure Magazine www.adventuremagazine.co.nz and Adventure Navigation NZ

iSite: posters, flyers, cross-marketing, online promotions

Schools: school and family teams is the primary audience for Frazzled Kiwi Adventure Race – 80 – 90% of teams in previous races have registered in the Family/Primary team category. We will promote the event to the school audience, and contact local schools with information about the event including testimonials and stories of participating teams to share via social media and school newsletters.

For further information, please see Frazzled Kiwi Adventure Race Cambridge 2023 Marketing and Promotion plan.

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

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

The key demographic for the Frazzled Kiwi are families (85% or higher), followed by social adult and Intermediate/High School teams. Participants are physically active and enjoy taking on fun outdoor team challenges. Our event encourages active family participation and supports choices leading healthy, active lifestyles.

Our event targets families – targeting mums aged 25 – 45 years who value a healthy, active lifestyle, creating family memories and are keen to encourage their children to be active, enjoy challenges and family activities.

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

300 – 500 participants in teams of 2-5. We expect local residents to take part – Waipā, Cambridge and greater Waikato as well as from Tauranga, Auckland, Rotorua, Taupō, Auckland and other north island locations for the event.

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants	210	140	0
Spectators	25	15	0
Trade	0	0	0

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*

Via direct communications and social media, we will encourage participants to stay in Cambridge on Saturday before race day: www.cambridge.co.nz/accommodation.

Our post-race survey will capture information about number of nights paid accommodation in the rohe to include in our post event report.

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*

We are approaching local businesses including cafes and restaurants to support our event.

> Community Group Partner
> We provide payment for event marshalling ($500) and exclusive sausage sizzle fundraising opportunities via the BBQ and donations from the coin toss ($700). Our community partner organization usually helps to support local promotion via their networks.

> Cambridge iSite | Promotion Partner
> Miff at Cambridge iSite will help us to generate inter and intra district visitation for our event – promoting both Cambridge and the event to a wider audience.

> Local eateries | Promotion and giveaways
> We will approach cafes and restaurants for incentive vouchers or prize giveaways for teams to promote their eatery to the race audience.

> Local businesses | Sponsorship
> We are approaching local businesses to be involved as event sponsors and will provide a range of benefits in return.

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

Visit Cambridge and Waipā District: Frazzled Kiwi Adventure Race has the potential to promote Cambridge and Waipā District as an attractive place to visit. This is an important element of our event promotion and is carried out in the lead up to, during and post-event. We will showcase attractions and the course will showcase the beautiful, diverse taiao.

Direct communications: We will issue three or more e-newsletters to participants which will include key information and weblinks for accommodation, cafes/eateries and activities to enjoy in the District. Our post event e-newsletter will encourage teams to return to Waipā District in the future.

In addition, we issue event update e-newsletters to our full database of 2200 from across the country that include promotion of the district in which our events are held.

Social media: Cambridge is one of our social media content categories to promote visiting the District as well as our local event partners. A local photoshoot together with Council and iSite assets will be used to showcase the beautiful, diverse natural environment as well as the buzzing town of Cambridge.

Via our Facebook account www.facebook.com/soakedinadventure/ we also promote & share to and tag other relevant groups.

Promoting local businesses: We will promote local businesses, cafes & eateries, activities and things to do for this or future visits via direct communications and social media – www.cambridge.co.nz – both generally and highlighting our local sponsors.

We are seeking opportunities to promote local businesses who offer a special Soaked in Adventure discount, voucher or prize to encourage participants to support their business.

Annual event: We are re-establishing Frazzled Kiwi Adventure Race in Cambridge – our goal is for the race to become an established annual event in the Cambridge calendar. As an annual event, we would seek to further develop local partnerships within the community and to expand our local participant contacts to grow our event.

If you require more space, please attach your answer to this document.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? (*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*	X☐ Yes	☐ No

What was the outcome, if known? The event will take place on private land which does not require Councilconsents/permits. We are happy to discuss and provide supporting information about our event should any permissions be required for our event that will take place on privately owned land.

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data? **x** ☐ Yes ☐ No

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*):
Contact person: [redacted]
Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted]
GST registered? (*please circle*) [redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

[redacted]

Final Checklist – Have you……?

- ☐ Reviewed the fund criteria and expectations of successful applicants.
- ☐ Filled in all areas of this application form.
- ☐ Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.
- ☐ Attached financial requirements: Event budget and bank account details.
- ☐ Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

Frazzled Kiwi Adventure Race, Cambridge 20th August 2023

Income			
Entries	350 Participants	$	10,500.00
Coin toss	$2 per participant donation	$	700.00
Sponsorship	Gift in Kind (unconfirmed)	$	200.00
Sponsorship	Naming sponsor (unconfirmed)	$	1,500.00
Council contribution	Waipā Council (unconfirmed)	$	5,000.00
Total income		**$**	**17,900.00**

Expenditure			
Coin toss	Te Miro School	$	700.00
Prizes	Frazzled Kiwi kai packs - prize winners	$	500.00
Spot prizes	Purchase (seeking discounted rates)	$	500.00
Miscelleneous expenses		$	300.00
Waterproof paper for maps		$	300.00
Marshalling		$	500.00
Entertainment	Coffee and Meals for workers	$	200.00
Race Manager fee		$	10,000.00
Markerting Contractor fee		$	1,200.00
Photographer fee		$	600.00
Mileage		$	500.00
Accommodation		$	500.00
Advertising	Paid social media, posters, flyers, local media	$	500.00
Race Numbers		$	500.00
Mystery Activity Costs		$	200.00
Website updates		$	200.00
Checkpoints		$	100.00
Toilets		$	800.00
TMP		NA	
Council TMP Fees		NA	
Total expenditure		**$**	**17,400.00**

Email: events@waipadc.govt.nz
Post: District Promotion Fund, Waipā District Council, Private Bag 2402, Te Awamutu 3840
Deliver: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5.00pm, Friday 19 May 2023.

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: Rangiaowhia 160 years Commemoration
Date of Event: 21st February 2024
Frequency of Event (e.g. 'one-off', 'annual'): annual
Is your event: ☐√ District/Regional wide ☐√ National ☐ International
Location or venue: 61 Rangiaowhia Rd
Time of event: 6 am – 4pm
Type of event: (sports/recreation, arts/cultural, community, other?) Cultural Community District and National

Section 2 – Event Description

Event outline:

Many of Apakura have been tied to the past, pain is an emotion that transcends generations it holds one captive. Loss and grief cut deep, and emotions pull at one's heart strings.
We have walked in the wilderness for 159 years, the past pulls at us. Injustice as we look at what was and is no longer, poverty, despair, drugs, alcohol, the loss of self -worth and identity have meant many of our whanaunga have been unable to lift themselves above the generational pain.

Our tupuna had a dream they saw Rangiaowhia as a refuge, a safe place and place where one could heal and become whole a place where we could give all our problems to God. He has used His church to make this a reality and His reconciliation and restoration is real.
That doesn't mean we will forget the past. What it does mean is we are able to step into a new era, a place where the dreams and vision of our Tupuna can become a reality.

'On the 21st February 2024 we are Commemorating the past 'the Pahuatanga and Hara',
While moving forward into a future of Reconciliation and Restoration.

'After 160 years a footprint at Rangiaowhia is reality.
The Anglican Churches reconciliation and restoration of land.'

We see this as an opportunity for local government to Champion by supporting the healing, reconciliation and restoration of relationships in the Waipa District.

'He aha te mea nui o te ao? He tangata, he tangata, he tangata.'
What is the most important thing in the world it is people, it is people, it is people.

The 21st of February is about people, how we treat each other and the importance of remembering the past, so that same mistakes aren't made in the future. Our people who lived at Ngahuruhuru Pa the mission station of Rangiaowhia, were successful, focused, well organized, entrepreneurs within their cultural framework.

This is an annual event where we come together to commemorate the 1864 Pahuatanga and Hara where our people were burnt to death, murdered and evicted from Ngahururhuru Pa and Rangiaowhia. Apakura- Hinetu were left homeless and at the mercy of other Iwi.

Commemoration Karakia and waanaga will be held on five sites.
Kohatu, Soldiers Hall, St Pauls Church, Catholic Urapa and 61 Rangiaowhia Rd.

Proposed itinerary:
600 Dawn Karakia Apakura will meet at the Kohatu facilitated by Apakura Kaumatua followed by Breakfast at the soldier's hall organised by Apakura Runanga Trust

1000 Powhiri – Facilitated by Apakura Kaumatua 61 Rangiaowhia Rd
1100 Light refreshments - organised by Apakura Runanga Trust
1130 Waananga - 61 Rangiaowhia Rd -Reconciliation facilitated by Kaumatua
1200 Waananga- St Pauls -Karakia -Remembering the Pahuatanga Kaumatua in conjunction with Hohau te Rongo Pariha
1300 Waananga - Catholic Urapa – Remembering Pahuatanga Kaumatua in conjunction with the Catholic Church

1330 We will return to 61 Rangiaowhia Rd where we invited the Mayor to open Performances by Oceans Before Me Charitable Trust, Kapa haka, and invited artists. The Hakari will conclude with karakia whakamutunga.

Other organisations involved in the event and/or providing support: Who / How?
Firstly a Panui will be sent to Apakura and the Iwi affected by the aftermath of the Pahuatanga the atrocity.

This day is about remembering those affected and the impact on the victims.
Apakura/ Hinetu

Invited guest are:
Waikato Tainui and Iwi Trust Boards
Maori Women's Welfare League
Wananga/University
Kura/schools
Te Kohanga Reo
Oceans

Te Arawhiti
Mayor and WDC Council
Regional/ District Schools
Churches
NZDF
RSA
Our local neighbours

Supporting services:
Māori wardens
St Johns (koha)
Te Awamutu Whare Taonga – History of Rangiaowhia

Section 3 – Funding and Support

Amount of funding support requested: $ 30,000.00

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding		*2,000.00*
Community Funders	*We are at the early stages of planning the commemoration*	*TBC*
Business sponsorship *Global Metal Solution*	*Generator for electricity* *Others*	*TBC*

Other non-cash contributions / in-kind support *Oceans Before Me Charitable Trust*	*Labour is given by way of Koha* *Leading Performance at Hakari*	*TBC*

Council requires a copy of your event budget and bank deposit slip

√☐ A copy of your event budget

☐ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand: We would like to be able to use Waipa District Council marquees and any other equipment you have that advertises the Waipa champions brand.
Opportunity for an official/Mayoral welcome or invitation for elected members to be involved: Yes, the Mayor and councilors are invited to the event and will be included.
Vocal endorsements: This event is well support by the community, District, Regional and Government
Online presence: (please outline any social media or websites your event has): Ngati Apakura website, Ngati Apakura newsletter, Apakura Marae Facebook Pages Radio TV
Advertising (please specify type and if council's brand will be included): The Kumara (grape) vine (word of mouth), Kura Newsletters Panui to Iwi, local radio
Complimentary ticketing: Free entry and parking Parking wardens will be in place for vehicles to navigate off street parking on field.
Opportunity for an official/Mayoral welcome **Powhiri** At 1330 We will return to 61 Rangiaowhia Rd where we invited the Mayor to open entertainment cultural Performances.
Other benefits (please detail all opportunities in full):

Public Event: An opportunity for relationship building.
Marketing plan (please include a summary of how you intend marketing this event: Advertising newspaper, Website, local radio, Ngaati Apakura Iwi and Kura networks

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

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

In true Apakura tikanga our programme reflects the in inclusion of all ages and stages on life's journey -TKR – Kura- Rangatahi- Kaumatua

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants	150	30	
Spectators	600	150	
Trade	60	10	

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*

Global Metal Solutions

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

In Tikanga Māori we look at four states of wellbeing: Our aim is to rekindle the aspirations of our tupuna.

Wairua – The day begins and ends with Karakia. This nurtures our spiritual wellbeing.

Tinana – Is about building our capacity, our minds our spirits and our whanau. Ceremoniously, manaakitanga is a key component in ensuring the host and the participants' physical and emotional wellbeing is nurtured. We uphold the principles' of our Tupuna, and this event strengthens Apakura history of being champions of the food bowl within the Waipa District.

Hinengaro- Working to feed and stimulate the intellect through oral traditions waananga and kapa haka. 2024 is about working towards reclaiming our rich heritage and culture moving from survivor mode into the four states of wellbeing.

Whaanau- Whakawhanaungatanga – the whole day is about building relationships. Ceremoniously Ngahuruhuru and Rangiaowhia were places of refuge. Our aim is to rekindle the aspirations of our tupuna. Where we can build relationships with our neighbours. Thus creating community where we can work and live together supporting and caring for each other in peace and harmony.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? (*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*	√ Yes ☐ No
What was the outcome, if known?	

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data?	√☐ Yes ☐ No

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*):
Trading name (*if different*):
Contact person:
Postal address:
Telephone (including mobile number/s):
Email:
Is the event organiser/organisation team paid or voluntary?
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.):
GST registered? (*please circle*)

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Final Checklist – Have you……?

- [√] Reviewed the fund criteria and expectations of successful applicants.
- [√] Filled in all areas of this application form.
- [√] Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.
- [ ] Attached financial requirements: Event budget and bank account details.
- [√] Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

Apakura Runanga Trust				06-0441-0206004-00		
Matariki				Actuals	Sponsors	total cost
Actual costing for 2022				**2022**	**2022**	
Expenditure						
Advertising				300		
hireage portoloo				920		
hireage quote				1800.95		
Stronglite Event hire LTD stage				3,444.25		
First Aide				1,173		
Wananga				250		
Bouncy Castle				400		
Artist	face painting			400		
Kura	Koha			1,500		
Catering				2,994		
				13,182	13,182	
Sponsorship						
Security				1,500		
Generator				1,500		
Kai				3,000		
				6,000	6,000	
Total Cost					19,182	19,182
Income						
Hangi	(income)				3,952	
WDC					2,000	
wilberforce trust					1,000	
					6,952	-6,952
Matariki Loss 2022						12,230

Matariki				Budget		Sponsors
Projected Budget 2023				**2023**	**sponsorsh**	**2023**
Advertising				800		
Good guys				4015		
Stronglite Event hire LTD stage				3,444.25		
First Aide				1,400		
Wananga				2000		
Entertainment				3,000		
Catering				5,000		
Security				1,500		
Generator	(Koha)			1,500		
Sponsorship						
Table and chairs				750	750	
Marquee				2,500	2,500	
Entertainment				3,000	3,000	
Kai mahi				3600	3,600	
Kai sponsorship				2,000	2,000	
total Sponsporship				**34,509**	**11,850**	
Shortfall in budget						**22,659**

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: Dirt Drags
Date of Event: 7th October 2023
Frequency of Event (e.g. 'one-off', 'annual'): Annual
Is your event: ☐ District/Regional wide ☐ National ☐ International
Location or venue: Townsend Road Wharepapa South
Time of event: 0700 – 1800
Type of event: (sports/recreation, arts/cultural, community, other?) Motorsport / Community

Section 2 – Event Description

Event outline: The aim of the day is to find the fastest bike or car in each class and then find out who the Ultimate Dirt Dragger for 2023 will be! • 2 rounds of eliminator racing followed by class finals and then Ultimate Finals. • Round of free track time per class throughout the day.
Other organisations involved in the event and/or providing support: Who / How? Rural Support Traffic Management NZ Waipa Hire Earthworks – Dig It Waipa Council Ambulance EMT

Section 3 – Funding and Support

Amount of funding support requested: $5000 - $10,000

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	This event has over the years had an increase in expense. Our focus this year will be to keep costs down for participants and spectators to attend. The event makes money to cover the following years expense while allowing for inflation. Our group is Non for Profit.	$20,000
Community Funders		
Business sponsorship	Businesses and services that we engage with are always asked to consider helping out where they can.	$5000
Other non-cash contributions / in-kind support		

Council requires a copy of your event budget and bank deposit slip

☐ A copy of your event budget

We are yet to set our budget, first meeting 26th May 2023. The budget will be very similar to 2022, however an increase to Pedestrian safety will be included to reduce risk of harm.

☐ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.
No change to 2022 application. Can resend if needed.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand:
As per our 2022 we will work with Council to ensure that any offerings are recognised appropriately. Placement of branding at the event is always front of mind.

Opportunity for an official/Mayoral welcome or invitation for elected members to be involved: Thank you but not needed at this event.
Vocal endorsements: Happy to be endorsed and to reciprocate the relationship.
Online presence: (please outline any social media or websites your event has): Website Instagram Facebook
Advertising (please specify type and if council's brand will be included): We will advertise and acknowledge Council on all social media platforms and website.
Complimentary ticketing: 4 x Spectator passes can be offered to Council Staff
Opportunity for an official/Mayoral welcome:
Other benefits (please detail all opportunities in full):
Marketing plan (please include a summary of how you intend marketing this event): Our online audience is +20,000 people. Our marketing has always been through Facebook & Instagram which works well and we wont be changing. The opportunity to advertise through the Waipa Council 'What's On' will also be taken up again for 2023.

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

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

25 – 55 age

Family friendly

Community engagement

We do not record attendance based on location.

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants			
Spectators			
Trade			
2022 totals	174 Participants 1668 Spectators 30 Officials		

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*

Always a link to Waipa Accomodation options through our social and website.

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*

Waipa Hire

Earthworks Dig It

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

The ability to run a successful event without incident for 10+ years is a testament to our own objectives and purpose as a group. Being able to have near on 2000 people in one place for a day of fun has huge benefit to wellbeing. We have a great audience that travel from far and wide, the furthest from Invercargill year after year.

In 2022 we also partnered with Rural Support. This was a an incredible assest to our event as our target audiences are very much aligned. We were able to contributed money raised through a new class throughout the day to Rural Support. We envisage being able to continue doing this in 2023.

If you require more space, please attach your answer to this document.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? ☐ Yes ☐ No
(*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*

Land Use application: [redacted]

What was the outcome, if known?

Land Use application: [redacted]

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data? ☐ Yes ☐ No

Yes

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): Metal Demons Motorcycle Club Non for Profit
Trading name (*if different*):
Contact person:
Postal address:
Telephone (including mobile number/s):
Email:
Is the event organiser/organisation team paid or voluntary?
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.):
GST registered? (*please circle*)

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Final Checklist – Have you……?

- ☐ Reviewed the fund criteria and expectations of successful applicants.
- ☐ Filled in all areas of this application form.
- ☐ Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.
- ☐ Attached financial requirements: Event budget and bank account details.
- ☐ Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: North Island Secondary Schools Rowing Championships
Date of Event: 1st – 3rd March 2024
Frequency of Event (e.g., 'one-off', 'annual'): Annual
Is your event: ☐ District/Regional wide X National ☐ International
Location or venue: Lake Karāpiro, Mighty River Domain
Time of event: 08:00 – 18:00
Type of event: (sports/recreation, arts/cultural, community, other?) Sport/Recreation (Rowing)

Section 2 – Event Description

Event outline: This is a school rowing regatta, with events for all boat classes and competencies, this regatta provides all rowers a field within which they can be competitive. This is event is used as a preparation regatta for the Maadi Regatta so is well attended. During the 2023, North Island Secondary Schools Rowing Championships there were 1856 competitors from 75 different school rowing clubs across North Island.
Other organisations involved in the event and/or providing support: Who / How? New Zealand Rowing Association (NZRA), trading as Rowing New Zealand (RNZ), is the governing body of rowing in New Zealand.

Section 3 – Funding and Support

Amount of funding support requested: $3 500-00

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	KRI be self-funding our budgeted overhead amount less sponsorship amounts received.	$99 861
Community Funders	NZCT (salaries)	TBC
Business sponsorship	KRI is supported by a number of sponsors, both local and national, that are recognized through exposure at our events and online.	$12 281
Other non-cash contributions / in-kind support		

Council requires a copy of your event budget and bank deposit slip

☐ A copy of your event budget

☐ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand:
You will be offered all the benefits afforded to both our Event and Merchant sponsors. Waipā District Council will have naming rights to at least one of the events of this regatta and all other regattas of the season. During the 2023 North Island Secondary Schools Rowing Championships, Waipa District Council was allocated four sponsored races for the event.

You will have the ability to attend these regattas to promote your service to our community. Key resources published for these regattas will recognize your support (e.g., regatta program, results, etc.).

Opportunity for an official/Mayoral welcome or invitation for elected members to be involved:
An available member of the KRI Executive Board would be happy to welcome any members of your team to the event. KRI would also be willing to provide an area for Council to host a hospitality function.

Being a Championship Regatta, Council can nominate a representative to award the medals for the Council Sponsored races. During the 2023 event both Mayor Susan O'Regan and Deputy Mayor Liz Stolwyk were present to award event winners their medals.

Vocal endorsements:
Repeated mentions by the commentator over the venue speaker system for each of Waipa District's Council Sponsored races. During the North Island Secondary Schools Rowing Championships in 2023, Waipa District Council had four sponsored events for the regatta. The blurb is provided by Waipa District Council. For the past season this was *"Waipa District Council is proud to call Waipa the Home*

of Champions. Council knows events like this will be playing a huge role in our successful recovery from the COVID-19 impacts and we are looking forward to a busy season ahead. Stay safe and make the most of these activities with friends and family."

Online presence: (please outline any social media or websites your event has):

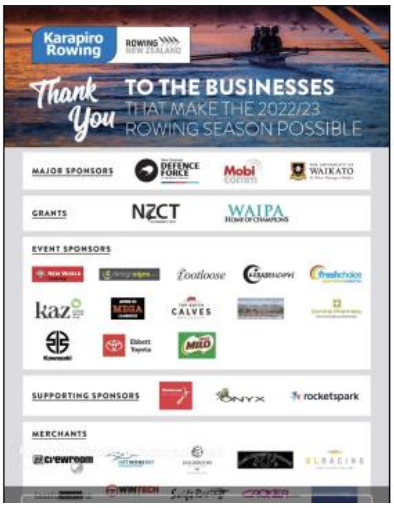
All of KRI's online platforms shall support and engage with Waipa District Councils own online platforms.

Website: Link

Facebook: Link

Instagram: Link

Examples of Facebook/Instagram posts include the following posted over the last year:





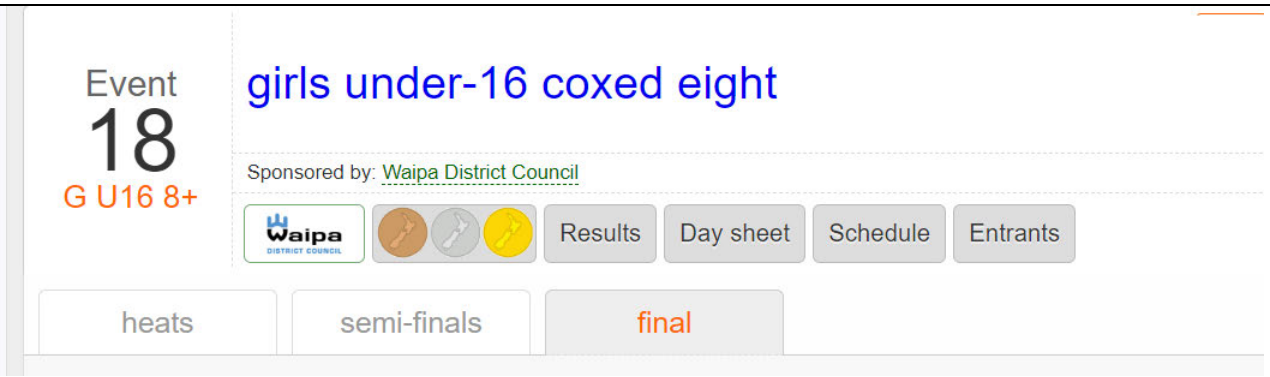


Due to this being a Championship Regatta, there are medal presentations. This increased Waipa District Councils online presence as athletes, clubs and photographers shared images of the ceremonial awards:

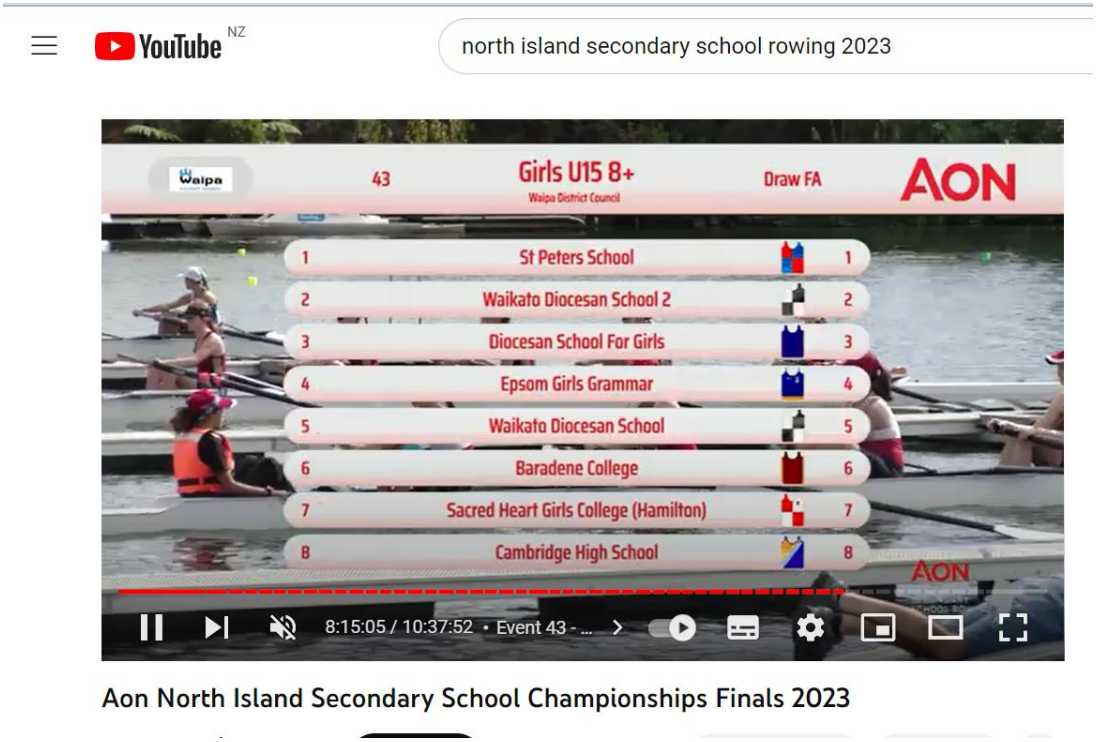


The event will also be loaded onto What's On Waipa.

Entries and the online race schedule via rowIT, includes the Race Sponsor's logo (and link to their website) per event they sponsor. This is a frequently visited site for access to the race programme, changes and results.



Our major regattas are live streamed via YouTube. The race sponsor is recognized at the start and end of each event, through the inclusion of their company name and logo on the race title graphics.



Aon North Island Secondary School Championships Finals 2023

Our live streaming viewership continues to grow and at the 2023 North Island Secondary Schools Rowing Championships, we had 16k views of the event.

Furthermore, the region and its iconic natural geography is showcased through the live stream to a national and international audience. Such as the Mighty River Power domain, Lake Karāpiro and its surrounds, the Karāpiro Dam and Mt Maungatautari and the Sanctuary Mountain Maungatautari. This will entice national and international travel of rowers to come compete at our lovely venue.

Advertising (please specify type and if council's brand will be included):
KRI has a limited advertising budget but places an advert in the national online magazine, The Rowing Hub, which shall include your branding.
All regatta communication (e.g., Regatta Information Letter and Safety Briefing, all includes logos from our Sponsors. This communication is distributed very widely.

The use of some of Waipa's equipment to be used at the event, e.g., promotional flags, banner mesh, etc. will further promote the council's brand. Additional Waipa event equipment is used at

Championship events, to assist in the set-up of Ceremonial. This included the use of banner mesh around the ceremonial area and the podium.



Complimentary ticketing:
We do not charge spectators to attend our events other than a parking fee for which VIP parking passes can be provided to you upon request so you will not be charged.

Opportunity for an official/Mayoral welcome:
Should the Mayor and or representative want to welcome/address the public, this can be arranged.

Other benefits (please detail all opportunities in full):

Marketing plan (please include a summary of how you intend marketing this event):
A strategic approach using all our various online platforms and communications streams will be used to communicate all key details of this, and all our other regattas in the season, as well as any key organizational developments. This ensures that we are reach as many of the different demographics within our consumer group as possible on a platform of their choosing.

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

Demographic of main audience: (e.g., 18 and under, 35+, families, etc.)
This regatta caters for school aged athletes. Many of the school aged-competitors are supported by their parents while.

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants	70	1786	

Spectators	250	3400	
Trade	3	7	

During 2023 event 2142 spectator cars were parked over the three days.

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*

Yes, and the nature of our events leads to the need for overnight accommodation due to the fact that racing commences at 8am and can run until 6pm and runs over multiply days.
Accommodation venues in Waipa that were booked for this event include:
Mighty River Domain, Union Parish Church, Finlay Park, Hautapu Rugby Club, Waddell Lodge, Opal Hot Springs Holiday Park, Cambridge Scott Hall, Podium Lodge, Top 10 Holiday Park, Cambridge Vintage Car Club, Valmai House, Maungatautari Marae, Little Waipa Reserve, The Arc, Cambridge Football Club, Cambridge Marae, Leamington camp ground, Cambridge Junior Rugby Club, Cambridge Racquets Club and Karāpiro Road Lodge. This list excludes additional Air BnB's and personal houses that were booked to accommodate the large number of people requiring accommodation.

Accommodation is booked not only by the travelling teams, but also by their families. Majority of the travelling competitors will stay as close to Lake Karāpiro as possible.

Karāpiro Rowing provides accommodation to our team of volunteers at the Lodge located at Mighty River Domain.

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*
Karāpiro Rowing Inc makes its best effort to include as many local businesses as possible, providing affordable season-long sponsorship opportunities, of which all of the below are a part of:
Mitre10 Mega Cambridge, Kaz Dezign, Footloose Cambridge, FreshChoice Supermarket Leamington, New World Cambridge, ONYX, Goldsmiths, Laszlo Boats NZ, Leamington Bakery, Veggie Fresh, Just Horse N Around, Get More Kit, Comins Pharmacy, Kebabilicious Cambridge and Takapoto Estate.

Karāpiro Rowing Inc also purchases majority of our supplies from local providers, for example, Leamington Bakery provides all lunches and afternoon tea. New World Cambridge and FreshChoice Leamington are used to purchase dinner and other supplies.

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

The event is held at one of, if not the most iconic location in Waipā. This will illustrate to all spectators and competitors alike, just what an incredible place this district is and the endless opportunities that it presents. It illustrates the community spirit present through the generous support provided by a number of local businesses, the large number of volunteers (many of whom are locals) that are crucial to the running of our regattas, and the support shown by spectators and between competitors. It also illustrates the emphasis that the Waipā District Council places on community and environmental well-being through the facilities that are available to the local, national and international community, whether they be sporting or other.

There is a reason why Lake Karāpiro is the host of almost all of New Zealand's premier domestic rowing regattas, and international regattas, and Waipā is it.

If you require more space, please attach your answer to this document.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? (*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*	X Yes ☐ No
What was the outcome, if known? As part of our annual booking forms, we work with both the Waipā DC and Waikato Regional Council to ensure all necessary requirements are met.	

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data?	X Yes ☐ No

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*):
Contact person: [redacted]

Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted]
GST registered? (*please circle*) Yes No [redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form: [redacted]

Position in organisation: [redacted]

Daytime contact phone number: [redacted]

Signed:

Date: [redacted]

Final Checklist – Have you……?

Y Reviewed the fund criteria and expectations of successful applicants.

Y Filled in all areas of this application form.

Y Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.

Y Attached financial requirements: Event budget and bank account details.

Y Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

KARĀPIRO ROWING INC							
REGATTA SUMMARY BUDGET 2023/2024							
Expense Item	**Karapiro Memorial Regatta**	**Karapiro Club Regatta**	**Karapiro Christmas Regatta**	**North Island Club Champs**	**Nationals - NZ Rowing Champs**	**Junior Regatta**	**North Island Secondary Schools Regatta**
	TBC	2/3 Dec 2023	15/17 Dec 2023	26/29 Jan 2024	13 to 17 Feb 2024	24/25 Feb 2024	9/11 March 2024
INCOME							
Regatta Entry Fees	17,027	22,957	44,484	38,484	32,800	22,289	33,124
Regatta Amenity Fees	10,200	15,000	55,200	49,464	32,000	20,368	46,306
Regatta Tent Site Fees	1,770.00	1,770.00	5,460.00	5,355.00	2,120.00	2,120.00	4,460.00
Regatta Sundries	180	180	1,260.00	700	700	350	700
Regatta Parking	8,614.00	10,542.00	19,285.00	11,957.00	-	11,957.00	19,285.00
Annual Tent Sites	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Sponsorship	3,194.29	3,194.29	5,281.79	5,281.79	5,281.79	15,194.29	12,281.79
Total Income	**45,985.29**	**58,643.29**	**135,970.79**	**116,241.79**	**77,901.79**	**77,278.29**	**121,156.79**
EXPENSES							
Regatta Control Programme	3,340	3,340	3,874	3,874	5,750	300	3,874
Rowit	5,170	6,149	7,256	7,267	5,550	3,360	5,550
Regatta Catering	3,800.00	3,300.00	6,300.00	8,000.00	9,000.00	3,500.00	7,000.00
Casual Labour	1,000.00	1,000.00	3,000.00	3,200.00	3000	1,000.00	3000
Gate & Traffic	10,232.00	10,232.00	18,344.00	18,344.00	7,270.00	10,232.00	23,934.00
Regatta First Aid Care	2,870.00	2,870.00	6,125.00	7,992.50	6,687.50	3,780.00	7,370.00
Advertising Marine safety	109	109	109	109	109	109	109
Council Fees	9,230.00	9,230.00	20,961.95	21,815.33	16,699.82	9,840.37	21,420.98
Medal and Ceremonial Costs				3,000.00	3,000.00		6,050.00
Medals & Ceremonial - medal presentation				1,200.00	1,800.00		1,200.00
Boat Holders	2,400.00	2,400.00	3,600.00	4,800.00	6,000.00	2,400.00	3,600.00
Facility Set-up & Hireage	3,378.00	3,378.00	15,808.00	16,907.00	5,227.00	8,518.00	11,109.00
Regatta Security					9,013.68		3,004.56
Boat Fuel	1,760.00	1,760.00	2,640.00	1,760.00	4,400.00	1,760.00	2,640.00
	43,289.00	**43,768.00**	**88,017.95**	**98,268.83**	**83,507.00**	**44,799.37**	**99,861.54**
Contribution to over heads	**2,696.29**	**14,875.29**	**47,952.84**	**17,972.96**	**-5,605.21**	**32,478.92**	**21,295.25**

Karapiro Rowing Incorporated
PO Box 1052, Cambridge 3450

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

11th May 2023

Dear Waipa District Council,

Please find attached Karapiro Rowing Inc's. (KRI) application for funding by the Waipa District Promotion Fund 2023-2024.

KRI are applying for grants towards the costs associated with regattas being held over the 2023-2024 rowing season. KRI will be hosting ten regattas which will range in size from approx. 350 to 2,500+ competitors and from 90 to 4,000+ spectators from around the country.

Athletes that attend our events are from schools and rowing clubs and range from school age through to masters. Our events also cater for all abilities from novices through to the NZ representative athletes. KRI prides itself on hosting world class events for any level, age or ability.

We are very proud that our regattas attract strong local community support. Not only do we have local volunteers who dedicate their time to KRI, we also prefer to use local businesses to provide goods/services to KRI. We engage with local providers and have the capability to encourage clubs/schools (by way of our extensive database) to use local.

One of the unique aspects of our regattas is that they generally run over a few days. Whilst many people enjoy coming to Lake Karāpiro to soak up the atmosphere at the Mighty River Domain and the regatta in progress, we find that spectators also have the time to head back in to the local shops to participate in some retail therapy. Many of our local sponsors have the opportunity to have commentary promoting their businesses. This commentary is put out over the PA system where our crowds get to hear about local businesses. As we have been granted District Funds in the past, we always make sure that you also receive PA announcements promoting local.

KRI has also successfully being able to live stream our major regattas over this last season, with viewership reaching 45k on the final day of the Maadi Regatta. Not only does this allow people from around New Zealand, but also globally to watch the racing and have the region and its iconic natural geography showcased, such as the Mighty River Power domain, Lake Karāpiro and its surrounds, the Karāpiro Dam and Mt Maungatautari and the Sanctuary Mountain Maungatautari. This will entice national and international travel of rowers to come compete at our lovely venue.

Our clubs/schools participating in these regattas all require accommodation. We know that from high end accommodation solutions right down to tent sites and local halls or churches, our clubs/schools heavily rely and support local accommodation providers. We will continue to encourage and promote local accommodation providers.

Rowing regattas have been administered by KRI for many years. KRI has a volunteer base of over 180. Prior to, during and post event this strong base of volunteers all contribute to the running of successful regattas. Key events we have been involved with include the 1978 World Rowing Championships, the 2010 Rowing World Cup and the 2017 World Masters Games. Our main focuses however, are running school and club level rowing regattas which are consistently well attended by athletes from all over New Zealand.

The funding would be used to cover the costs associated with the following events:

- KRI Memorial Rowing Regatta
- KRI Club Rowing Regatta
- KRI Christmas Regatta
- North Island Rowing Championships
- New Zealand National Championships
- Junior Rowing Regatta
- NI Secondary School Rowing Champs

The Mighty River Domain costs are one of the largest expenses KRI has, if our applications are successful KRI would be able to continue to keep any costs passed onto our participants to a minimum and encourage maximum participation from the rowing community.

KRI is also proud to support other users of Mighty River Domain and Lake Karāpiro by way of providing our infrastructure so they can run their events at this location. The events that require use of our infrastructure for the coming season are:

- RNZ Senior trials for World Championships
- Rowing NZ under 23 trials
- Rowing NZ under 18/19 trials
- Trans-tasman U19 regatta
- Rowing NZ Junior Trials
- Te Awamutu Regatta
- Regional Waka Ama Champs
- Waka Ama Sprint Nationals
- Hydroplanes Nationals
- Canoe Racing Nationals
- NZ Dragon Boat Nationals

All these events undeniably have a positive spinoff for the local community and KRI are always happy to provide our infrastructure so that these events can take place.

We have no doubt that the benefits of grants from the District Promotion Fund would flow through KRI and back in to the local community.

We thank you for considering our application.

Many thanks,

[redacted]

District Promotion Fund Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: 2024 Canoe Racing Sprint National Championships
Date of Event: [redacted] April 2024 19th to 21st
Frequency of Event (e.g. 'one-off', 'annual'): Annual
Is your event: ☐ District/Regional wide ☑ National ☑ International
Location or venue: Lake Karapiro – Mighty River Domain
Time of event: 8am Friday to Sunday 6pm
Type of event: (sports/recreation, arts/cultural, community, other?) Sports – Sprint Kayak

Section 2 – Event Description

Event outline:

This is our annual Sprint Champs which is successfully run at Lake Karapiro each year. It is a three day event which covers 200m, 500m, 1000m, 5km and fun races. All of our clubs from throughout New Zealand attend this event as well as paddlers from Australia, Cook islands and Samoa. We have young beginner paddlers all the way through to our High Performance athletes paddling.

Other organisations involved in the event and/or providing support: Who / How?

We have had support to cover some costs from NZCT in the past. We have not yet applied for any funding for 2024.

Section 3 – Funding and Support

Amount of funding support requested: $ 10,000

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	Athlete entry fees – to cover food, travel costs, medals, volunteer contributions	*$10,000*
Community Funders	NZCT – we will be applying for this in July 2023. This is to cover a large portion of expenses	*$30,000*
Business sponsorship	*Nil*	
Other non-cash contributions / in-kind support	*Food caravans – normally three in total attend*	*$450*

Council reguires a copy of your event budget and bank deposit slip

☑ A copy of your event budget

☑ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand: Yes we are happy to support this as usual as below.
Opportunity for an official/Mayoral welcome or invitation for elected members to be involved: Yes this would be welcomed.

Vocal endorsements: These would be over the loud speaker by the commentator at event
Online presence: (please outline any social media or websites your event has): Canoe Racing Website, Paddler Website, Facebook and Instagram
Advertising (please specify type and if council's brand will be included): On all social media platforms and in our newsletter
Complimentary ticketing: Not applicable
Opportunity for an official/Mayoral welcome: Yes
Other benefits (please detail all opportunities in full): All supporters are named in our annual report and given thanks at the AGM. We also have digital footage taken which is able to be watched online (and for some races – highlights on television)
Marketing plan (please include a summary of how you intend marketing this event): This will be marketed to the Kayaking community through social media, newsletter and our national clubs promoting to all members.

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

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

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	**From Waipā**	**Outside Waipā**	**Overseas**
Participants	20	250	8
Spectators	40	200	5
Trade	4		

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*

Yes the kayaking community book out all the local holiday parks, Rob Waddell Lodge, a lot of Air bnbs and motels/hotels.

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*

Karapiro Rowing Club (we hire the tower and they do the course layout for us as well as some boat hire). Fresh Balance and Gourmet Delicious for staff and officials food catering, Te Awamutu College (boat holding), Mighty River Domain for lake and reserve hire, Numerous accommodation providers, supermarkets for all extra food needed, local restaurants for volunteers thank you dinner and local stall holders.

Increased Wellbeing:

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

Yes as usual we are promoting Cambridge as the place for our young paddlers to aspire to move to as we have our high performance program located at Lake Karapiro. Running the event there gives them a chance to spend time in the region and see the benefits as well as talk to the athletes already based there. Many of our athletes based there have already become permanent residents.

If you require more space, please attach your answer to this document.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? ☑ Yes ☐ No

(Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)
What was the outcome, if known? Our event application will be done with council soon as per usual.

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data? ☑ Yes ☐ No

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*):
Contact person: [redacted]
P [redacted]
[redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted]
[redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Name of person completing form:

Position in organisation:

Daytime contact phone number:

Signed:

Date:

Final Checklist – Have you.....?

- [x] Reviewed the fund criteria and expectations of successful applicants.
- [x] Filled in all areas of this application form.
- [x] Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.
- [x] Attached financial requirements: Event budget and bank account details.
- [x] Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to:	events@waipadc.govt.nz
Post to:	District Promotion Fund Waipā District Council Private Bag 2402 Te Awamutu 3840
Deliver to:	101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

Budget - Sprint National Champions 2024

Nationals

	April
Events Manager Contract	$5,833.33
Course Laying costs/Tower Hire	$17,730.00
Boat Holders	$2,174.00
Venue Hire (Waipa Room)	$570.00
Lake Closure Fees	$913.00
Lake Reserve Closure Fees	$3,757.00
First Aid Contractor Costs	$2,100.00
Life Guarding Costs	$5,200.00
Security Costs	$1,380.00
Accommodation Costs - Contractor/Staff	$1,500.00
Medals and Ribbons	$5,831.00
Commentator	$2,000.00
Awards night expenses	$2,100.00
Mileage/Car rental/flights - Staff/Contractors	$1,500.00
Officials and Staff Food inc Volunteer thank you dinner	$1,800.00
Boat Numbers/general printing/misc	$1,120.00
Total:	**$55,508.33**

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: New Zealand Fitness Festival
Date of Event: 21st and 22nd October
Frequency of Event (e.g. 'one-off', 'annual'): Annual - Held every Labour Weekend
Is your event: ☐ District/Regional wide ☐ National ✅ International
Location or venue: Primarily held at Mystery Creek Events Centre, with one of the events being held at Lake Karapiro
Time of event: All day - Saturday 21st and Sunday 22nd October
Type of event: (sports/recreation, arts/cultural, community, other?) International Sporting Event

Section 2 – Event Description

Event outline: The New Zealand Fitness Festival is in its second year of existence, and is the evolution of the New Zealand CrossFit Team Nationals. The Fitness Festival brings together CrossFit and Functional Fitness athletes to compete for the title of Fittest in New Zealand. Selling out in 2022 with 200 teams of 6 athletes (1200 athletes), New Zealand's only National competition for CrossFit Athletes. The Fitness Festival also showcases the New Zealand Strongman and Strongwoman Series, Weightlifting New Zealand's exhibition event, and a community focused fun-run event. This entire event is designed to foster a foundation for the future of fitness in New Zealand. The event runs for the entirety of Labour Weekend (Saturday and Sunday), utilising the amazing facilities that Waipa has to offer, including Lake Karapiro and Mystery Creek Events Centre.
Other organisations involved in the event and/or providing support: Who / How? Mystery Creek Events Centre - host location (partnership) Thermal Explorer District Promotion Fund - funding SkyTV - potential live streaming partnership

Document Set ID: 11015840
Version: 1, Version Date: 22/05/2023

Section 3 – Funding and Support

Amount of funding support requested: $15,000

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	*To assist with the successful and safe execution of the event, we contribute the outstanding balance that cannot be made up by event entries or sponsorship arrangements.*	*TBC*
Community Funders		
Business sponsorship	*To assist with the successful and safe execution of the event, we operate a tiered-sponsorship structure for corporate sponsorship opportunities. We are working towards having a naming sponsor, along with several lower tier sponsors.*	*$20,000*
Other non-cash contributions / in-kind support	*Physical equipment for the competition (either owned by New Zealand Nationals Ltd or loaned to New Zealand Nationals Ltd for the duration of the event.*	*$150,000*

Council requires a copy of your event budget and bank deposit slip

✅ A copy of your event budget

✅ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand:
There are multiple avenues for recognition of the Waipa Home of Champions brand - particularly through the New Zealand Nationals/Fitness Festival to be hosted at Mystery Creek Events Center. We can use the partnership of New Zealand Nationals and Mystery Creek Events Center to promote the Home of Champions brand and showcase all that is positive and excellent about the region. Possibilities include advertisements through live streaming. One of our events will be hosted at Lake Karapiro, so utilising our videography crew, we can broadcast the established Home of Champions on Lake Karapiro.

Document Set ID: 11015840
Version: 1, Version Date: 22/05/2023

Any logo and signage can be incorporated into our branding and physical event, stalls, finishing chute and other associated merchandise can be easily integrated into our existing setup, creating a unique take on the Home of Champions brand.

Opportunity for an official/Mayoral welcome or invitation for elected members to be involved:
Yes. We host an official opening ceremony, which can easily be integrated into an official/mayoral welcome to create a sense of gravity and build suspense around the home of champions brand.

Vocal endorsements:
On Floor MCs (both international CrossFit commentators) are able to refer to the Waipa District Council and the Home of Champions as a brand. We host “off-the-cuff” interviews in which staff members or key figures related to the Home of Champions brand,

Online presence: (please outline any social media or websites your event has):
www.newzealandnationals.com
Instagram
Facebook
Mailing List (5,583 emails)

We have a heavy following and social media interaction, this is our predominant form of communication (other than direct emails through mailchimp using our database).

Advertising (please specify type and if council’s brand will be included):

We have allocated $7,500 to our advertising budget. This advertising is about promoting our event to spectators, vendors, interested parties and partnerships. The event has SOLD OUT to athletes.

We follow a comprehensive social media marketing campaign that has already begun, as we continue to promote our event to spectators. The council brand can be included easily into these direct messaging.

Complimentary ticketing:

Yes

Other benefits (please detail all opportunities in full):

Being viewed/seen as a major partner in the New Zealand Nationals Fitness Festival (biggest event in the Southern Hemisphere) for the Waipa Home of Champions brand.

Ability to host a physical stall - the New Zealand Nationals invites companies and partners to host physical stalls at the event.

Supporting the opportunity for the New Zealand Nationals to run the Fitness Festival can also been seen as the Waipa District Council (and the Home of the Champions brand) looking forward and

Document Set ID: 11015840
Version: 1, Version Date: 22/05/2023

contributing to the sense of community that needs to be re-fostered following the horrific effects of Cyclone Gabrielle and COVID19.

Marketing plan (please include a summary of how you intend marketing this event):

The event has SOLD (1200 athletes), much of the marketing now is aimed at spectator tickets and encouraging as many people as possible to visit the region and attend the event and venue. This is done through social media marketing, giveaways and partnerships with stall holders.

We market through our social media channels, mailing lists, gyms, and CrossFit affiliates throughout New Zealand, using local means of advertising (whatsonwaipa.co.nz), Cambridge News.

Sponsorship deals involve reciprocal advertising with each company.

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

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

Athletes: Teens, Masters and everything in between

Spectators: 12-70 years old, families and supporters of athletes, people interested in the range of vendors available (looking to target the market outside of the fitness community)

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants	30	1900	70
Spectators	200	3400	20
Trade/Vendors	5	15	5

Document Set ID: 11015840
Version: 1, Version Date: 22/05/2023

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*

The majority of the athletes stay within the region (Waipa) for 4 days/3 nights (this is confirmed by 2022's post event report). We strive to provide opportunities from within the Waipa District to stay, eat and relax. Links from our emails direct competitors and spectators to establishments within the district that we have negotiated with to promote business.

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*

We always aim to support local. Sourcing food for staff and volunteers to accommodate our staff, prizes, event dinners. We are continually working with and looking for local businesses to drive athletes and spectators for them.

We work with local suppliers in the trade industry for everything from event fencing to portaloos, and everything in between. We use school groups for commitments (ie parking) and donate directly to them.

Document Set ID: 11015840
Version: 1, Version Date: 22/05/2023

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

The promotion of the Fitness Festival is in and of itself meeting the objective of increasing wellbeing. By being seen to value fitness as a significant component to wellbeing, the Waipa District can align itself with those values (and those of the Home of Champions brand) and be seen to be a proponent of this

By partnering with an event that is doing its best to support local, the WDC is promoting itself and the region as somewhere that is healthy, vibrant and willing to move forward from the tough last four years following COVID19 and the disastrous weather events we have experienced. The interest that our event generates (New Zealand's ONLY National CrossFit competition) will lead itself to many visitors heading to the region or focusing on the region. All of these people will be looking to spend in the local economy. The WDC support of the New Zealand Nationals will allow and lend itself to being seen to promote the local economy, and thus wellbeing.

With the current growth of the Waipa region (both commercial and residential) will be seen by our audience of athletes, spectators, vendors and media. We are more than willing to work with WDFC to ensure that opportunities such as these are maximised and promoted to their fullest extent.

There are multiple gyms, fitness centres and CrossFit affiliates located in Cambridge. Having these gym members present and representing the Waipa region will be seen inherently as promoting health and wellbeing.

If you require more space, please attach your answer to this document.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? ✅ Yes ☐ No
(*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*

What was the outcome, if known?
Do not require approval, however still planning on submitting event application so that WDC is aware of our intentions.

Document Set ID: 11015840
Version: 1, Version Date: 22/05/2023

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data? ✅ Yes ☐ No

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*):
Contact person: [redacted]
Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted]
GST registered? (*please circle*) [redacted] [redacted] [redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda.

Document Set ID: 11015840
Version: 1, Version Date: 22/05/2023

We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

***Name of person completing form**:* ----------

***Position in organisation**:* ----------

Daytime contact phone number: ----------

Signed: ----------

Date: ----------

***Name of person completing form**:* ----------

***Position in organisation**:* ----------

Daytime contact phone number: ----------

Signed: ----------

Date: ----------

Document Set ID: 11015840
Version: 1, Version Date: 22/05/2023

Final Checklist – Have you……?

- ☐ Reviewed the fund criteria and expectations of successful applicants.
- ☐ Filled in all areas of this application form.
- ☐ Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.
- ☐ Attached financial requirements: Event budget and bank account details.
- ☐ Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

Document Set ID: 11015840
Version: 1, Version Date: 22/05/2023

Fitness Festival					
Item	**Quantity**	**Cost/Amount**	**Previous**	**To date**	**2023**
Prize Money	Team Nationals				$ 7,000.00
Prize Money	Strongman				$ 2,500.00
Prize Money	Weightlifting	$ 2,500.00			$ 1,500.00
Venue Hire	(Includes bond of $1000)				$ 23,027.47
Venue additional	Fork/Scissor Lift/Pallet Jack		$ 716.00		$ 800.00
Panels/Tables	Exhibition Hire (Across all events, at a rate of 2.5 x previous cost)		$ 3,055.56		$ 6,000.00
Sound & Power	SBI (Across all events, at a rate of 2.5 x previous cost)		$ 3,363.75		$ 15,000.00
Portaloos	Aim Hire	Eight Portaloos	$ 1,265.00		
Barrier Hire	(Across all events, at a rate of 2.5 x previous cost)		$ 2,500.00		$ 3,000.00
	Security				
EFTPOS Hire	EFTPOS Hire				$ 380.00
Grandstand	Grandstand				$ 2,500.00
Staff	Event director/management (@40p/h, x8hr/d, x5d/w, x4weeks, x2)	$ 12,800.00			
Staff	Front desk team		$ 400.00		$ 1,000.00
Staff			$ 1,000.00		
Staff	Social medial manager - Zeak Kelly (including travel)				$ 1,500.00
Merchandise	Wrist Bands		$ 1,263.86		$ 2,000.00
Merchandise	Paper Wrist Bands - Coaches (Unbudgeted)				
Merchandise	Credential passes				$ 250.00
Merchandise	Staff/Volunteers attire - moved to teams expenses ($1000)				
Advertising & Marketing	(Including banners, signage etc (based on last initial setup cost) - removed	$ 7,500.00			$ 2,500.00
Total Expenditure				**$ -**	**$ 68,957.47**

Document Set ID: 11015840
Version: 1, Version Date: 22/05/2023

All Competitions/Misc Expenses/Other Expenses					
Item	**Quantity/Notes**		**Previous**	**To date**	**2023**
Medals	Medal Design		$ 151.97	$ -	
Medals	Product (moved to teams and Indy)		$ 3,900.73		
Gazebos	Torpedo7		$ 799.58	$ -	
Zeak	Website/Qualifier/Tickets		$ 1,000.00		
Staff Polo Shirts		$41.60 p/shirt	$ 250.00		
Staff Hoodies			$ -	$ -	
Event Insurance	Crombie & Lockwood		$ 1,121.25		$ 1,200.00
Container	Incl delivery		$ 4,300.00	$ -	
Google Account Fee	Squarespace	$201 AUD	$ 221.00		$ 221.00
Website Hosting	Squarespace	$43.50 p/month	$ 522.00		$ 522.00
Mailchimp/Survey Monkey			$ 1,164.00	$ 49.00	$ 1,164.00
Cam/Gilly Jackets			$ 259.19	$ -	
Staff Meals/Meetings			$ 323.00		$ 750.00
	ACC				$ 1,275.00
Vehicle expenses				$ 1,195.03	
GST	*refund*				
Tax refund	*into savings acount*				
Accounting fee	BM Accouting				
Accounting fee					
Tax	Business tax paid				
Tax	Provisional tax			$ 15,939.13	$ 15,000.00
				$ -	
Salaries: Gilly				$ 670.00	$ 13,400.00
Salaries: Cam				$ 670.00	$ 13,400.00
Salaries: Savings				$ 660.00	$ 13,400.00
New Gear	Floor mats			$ 10,877.85	$ 18,129.75
	Total Expenditure			**$ 30,061.01**	**$ 78,461.75**

Document Set ID: 11015840
Version: 1, Version Date: 22/05/2023

Team Nationals (Budgeted)			
Item	**Quantity**	**Cost/Amount**	**Total**
Team competitors fee (general)	**150**	**$ 590.00**	$ 88,500.00
Team competitors fee (masters)	**20**	**$ 490.00**	$ 9,800.00
Grants received			$ 23,000.00
Total Income			**$ 121,300.00**

Fitness Festival (Budgeted)			
Item	**Quantity**	**Cost/Amount**	**Total**
Online Spectator ticket sales (2 days)	**802**	**$ 45.00**	$ 36,090.00
Day 1(Team Nats): Spectator sales (1 day)	**452**	**$ 35.00**	$ 15,820.00
Day 2(Team Nats): Spectator sales (1 day)	**313**	**$ 35.00**	$ 10,955.00
Day 1(Team Nats): Spectator sales (2 day)		**$ 55.00**	
Vendors	**11**	**$ 400.00**	$ 4,400.00
Grants received			
Total Income			**$ 67,265.00**

Document Set ID: 11015840
Version: 1, Version Date: 22/05/2023

For assistance regarding your application and advice about organising your event, including completing the event application form, contact the events and marketing advisor by calling 0800 924 723 or emailing events@waipadc.govt.nz.

Please return this application form either by:

Email: events@waipadc.govt.nz
Post: District Promotion Fund, Waipā District Council, Private Bag 2402, Te Awamutu 3840
Deliver: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5.00pm, Friday 19 May 2023.

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: Misty Flicks Film Festival
Date of Event: November 2023
Frequency of Event: Annual
Is your event: ✔️ District/Regional wide
Location or venue: The Regent, Te Awamutu, Te Awamutu library and Te wananga o Aotearoa
Time of event: Three days
Type of event: Misty Flicks Film Festival is a cultural arts event that focuses on the community by bringing together filmmakers, industry professionals, and audiences to celebrate the art of cinema and explore the latest trends and developments in the film industry.

Section 2 – Event Description

Event outline:

Misty Flicks festival is a three day film festival that will be held in November 2023. We will showcase feature films, short films, experimental films, documentaries including indigenous film followed by Q&A's and panel discussions for the general public. We will also provide workshops, network events and talks for New Zealand based industry professionals and enthusiasts through the lens of getting your film noticed.

Breakdown of the different events and workshops below.

Student Day:

We plan to dedicate a weekday event to showcasing the film submissions of high school students. The finalists from this competition will have the opportunity to be featured in the short film showcase on Saturday.

Special Night (In discussion with Blackout Friday):

We are considering organizing a special night for the community during the festival, coinciding with the Black Friday Blackout. This event will feature a mesmerizing lightshow, food trucks, interactive displays, and an outdoor screen with special lighting effects.

Workshops:

a) "Getting Your Film Seen" Workshop:

The New Zealand Film Commission (NZFC) will conduct a workshop focused on teaching filmmakers about Electronic Press Kits (EPK) and release strategies to maximize audience reach and revenue. This workshop will also provide clarity on the NZFC's subsidization policies.

b) "Electronic Press Kits" Workshop:

Mark Westerby, a renowned professional from the Wellington Regional Film office, will share his expertise in trailer production, EPK creation, and release strategies to maximize audience engagement and revenue.

c) "Feature Film" Workshop:

This informative workshop will equip emerging filmmakers with the necessary tools and knowledge to transition from short films to feature film making successfully.

d) "Experimental Film" Workshop:

Emerging filmmakers will have the opportunity to learn about the intricacies of experimental film making through this workshop.

Lunch and Learn:

We plan to organize two educational lunch events, one at a workshop venue and another at the cinema. During these showcases, speakers will engage the audience in informative discussions on various film-related subjects.

Talks:

a) Pecha Kucha:

Aimed specifically at the general public, multiple speakers will be invited to share their stories around film making using the Pecha Kucha format, which involves presenting 20 slides for 20 seconds each.

b) Matewa Media:

Representatives from Matewa Media, an organization focused on contributing to te reo Māori, culture, and indigenous storytelling, will deliver a talk highlighting their work and the next iteration of Disney Reo Māori animation.

c) Film Bay of Plenty:

Film Bay of Plenty, a well-established Regional Film Office covering the central region of the North Island, will discuss how their services can support and benefit filmmakers' careers.

Events:

a) After Party:

This VIP event will provide an opportunity for filmmakers and the general public to network and celebrate the success of the festival.

b) Winners Breakfast:

An exclusive workshop will be arranged for the festival winners, followed by a networking session and celebration.

c) Quiz Night:

This interactive event will be hosted at a local pub, providing an entertaining platform for local and traveling patrons, as well as filmmakers and viewers, to connect and engage in a fun quiz competition.

Other organisations involved in the event and/or providing support: Who / How?

Consultants

We are incredibly fortunate to have the guidance of the founder of Top of the South Film Festival Patsy Birke and Maori Land Film Festival Director Mathilda Poasa. Both festivals are well established, are hosted over several days and have attendance of over 12,500 visitors.

Black Friday Blowout

We are in conversation with Black Friday Blowout (Te Awamutu Chamber of Commerce) to have a light show during the evening. This collaboration will bring attention to the next days event.

Chamber of Commerce

Chamber of Commerce Waipā will partner with the Misty Flicks Film Festival to seek commercial opportunities for the Waipā district. For example in hospitality and accommodation.

The Regent Cinema te Awamutu

The Regent Cinema has been bringing cinema to Waipā since 1932 and has since become a entertainment and community hub as a charitable trust. The Cinema will play a key role in the film festival as it will be the core venue for the festival. The Regent have dedicated to support the festival by making the tickets for the opening night free of charge.

Hamilton Waikato Tourism

Hamilton Waikato Tourism is the biggest tourism office of the central north island and will collaborate with the Misty Flicks Film Festival to seek tourism possibilities and offer support by promoting the festival through their communication channels.

Red Kitchen te Awamutu

Red Kitchen is known to have delicious catering options and we are keen to start catering discussions with them shortly.

Fahrenheit Cafe, Te Awamutu

Fahrenheit Cafe is known to have delicious catering options and we are keen to start catering discussions with them once funding is received.

Te Awamutu Library

One of our preferred venues for workshops and talks it the Library as it has a room available that can hold up to 90 people and has kitchen facilities and bathrooms.

Te Wananga o Aotearoa, Te Awamutu

One of our preferred venues for workshops and talks it the Te Wananga o Aotearoa classrooms as it has a room available that can hold up to 50 people.

Storyteller Cafe, Te Awamutu

We want to host one of our lunch & learn events at the Storyteller Cafe.

Redoubt Cafe, Te Awamutu

We want to host one our pub quiz at the Redoubt Cafe.

Central Cafe, Te Awamutu

We want to host our VIP breakfast at Central Cafe, Te Awamutu.

Pecha Kucha Trust

Pecha Kucha Trust gives creative people a voice via the japanese pecha kucha method. They've hosted over 50 events involving 400 speakers entertaining 5000 people. Pecha Kucha will organise an event during the festival and will promote their event and the festival via their platforms.

New Zealand Film Commision (NZFC)

The NZFC is a New Zealand government agency formed to assist with creating and promoting New Zealand films. They will provide festival funding and host the workshop Getting Your Film Seen. They will also offer their guidance and promote our festival on their platforms. (5+K following on LinkedIn, 7.6K following Instagram, 25k following on Facebook)

Film Bay of Plenty (Film BOP)

Film BOP is a well established Regional Film Office that covers most of the center of the North Island. They will have a talk during the festival on how a regional film office can further a filmmakers career. Film BOP has also offered to help us where needed in the build up for the festival. For example; advertise the festival, advertise opening rounds and help us find volunteers for the festival.

Shift 72

Shift 72 is a world leader in securely connecting content to customers and ecommerce through video on demand (VOD). They have worked with over 250 film festivals world wide and are the preferred supplier for the worlds prestigious film festivals such as Festival de Cannes, Toronto

International Film Festival SWSX and many more. Shift 72 will guide and support Misty Flicks Film Festival with their knowledge, support and online presence.

Creative Waikato

Creative Waikato has offered us support by promoting the event via their Creative Waikato channels.

Images and Sound NZ

Images & Sound NZ is a post production office for film, television and advertising. We are currently in sponsorship discussions with them for on screen titles and more.

ACLX

ACLX is Waikato's most comprehensive supplier of production equipment and services. We are in sponsorship discussions for a light show during the first day.

Section 3 – Funding and Support

Amount of funding support requested: $20,000

What other funding/sponsorship are you seeking for this event?

The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	*The festival income is expected to be $77,777.28*	*$77,777.28*
Community Funders	*We are seeking support from community funders for part of our expense. Please see the budget for a detailed breakdown.*	*$126,000.00*
Business sponsorship	*We are expecting to receive $15,500 from partnerships and sponsorships.*	*$15,500.00*
Other non-cash contributions / in-kind support	*Rocketspark supports online by hosting our website and URL. The Regent will offer the Pecha Kucha and opening*	*$12,070.00*

	ceremony for free and we will have around 15 volunteers who will help make the film festival a success.	

Council requires a copy of your event budget and bank deposit slip

✔️ A copy of your event budget

✔️ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand:

Waipā will be a key supporter of our festival. To recognise the support given by Waipā, we can use the Waipā Home of Champions brand in several ways. These include:

- Including the Waipā logo on festival promotional materials like teasers, trailers, posters, flyers, programs, tickets, banners, etc.
- Adding the Waipā logo on merchandise such as tote bags, t-shirts, pens, etc.
- Displaying the Waipā logo during all film screenings, including pre-screening welcome titles and post-credit acknowledgments along with other sponsors.
- Inviting the Mayor and elected members to our after party and VIP breakfast where they can network with other sponsors, industry professionals, and festival winners.
- Recognizing Waipā on our website and social media channels by displaying their logo, tagging them in posts, and thanking them for their support.
- Acknowledging Waipā council's support through special mentions during festival events like speeches or presentations.

Opportunity for an official/Mayoral welcome or invitation for elected members to be involved:

There are various ways in which the mayor or an elected member can participate in the Misty Flicks Film Festival. For example;

- Be part of the opening ceremony
- Be part of the awards ceremony
- Speak at the VIP breakfast

Vocal endorsements:

Please find attached the endorsements letters of;

- Shane, Chief Executive officer of the Chamber of Commerce and Destination Te Awamutu
- Steve Tritt, Economic Development Manager, Waipā
- Dave Corlett, Head of talent development at the New Zealand Film Commision. (NZFC)
- Jade Kent, Chief Executive Officer of Film Bay of Plenty
- David White, Chief Executive Officer of Shift 72
- Adam Harvey, Award Winning Filmmaker

Online presence: (please outline any social media or websites your event has):

Website: This is the primary online hub. It includes information about the festival, the schedule of screenings, details about the films, ticketing information, and more.

Social media: Instagram, Facebook, Twitter, TikTok. Which is primarily used to promote the festival, share updates and behind the scenes photos, trailers, and engage with followers.

Email newsletters: We will be sending out regular email newsletters to keep subscribers informed about the festival and any updates or announcements related to it. We wil also use this to share exclusive content and offers with subscribers.

Advertising (please specify type and if council's brand will be included):

Billboard advertising - yes, logo
Billboard Council - yes, logo
Meta Ad - yes, logo
Facebook Ad yes, logo
Stuff Advertising - yes, logo
Stuff editorial - yes, special mention
NZ Herald Editorial - yes, logo
The Editorial Newspaper - yes, special mention
Central North Radio Stations - No
Banner Stand - yes, logo
Instagram - Te Awamutu Community - yes, logo and special mention
Instagram - Aoteora Film Call out - No
Poster for Community Centres/Libraries - Yes, logo
Radio Advert - National Film Call out - No
Radio Advert - Waikato Call out - No
Radio Advert - BOP Call out - No
In-Cinema Screen Advertising - Yes logo and special mention

Complimentary ticketing:

There will be complementary ticketing available for our funders.

Opportunity for an official/Mayoral welcome:

We can include an official/Mayoral welcome as part of opening night, ceremony, during the awards ceremony or at the VIP breakfast.

Other benefits (please detail all opportunities in full):

We're open to more recognition suggestions.

Marketing plan (please include a summary of how you intend marketing this event):

Our marketing plan is currently in development.
We are happy to send an update once the plan is finished. We've attached a summary of how we intend to market the event. Please note that this is in development and therefore subject to change.

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

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

Our demographic consists of;

High school students from Waipā and the Central North Island, emerging filmmakers from Waipā and the Central North Island, industry professionals from Waipā and all over New Zealand, film enthusiasts, and supporters of Māori and indigenous storytelling.

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Spectators	630	427	11
Students	236	164	0
Workshop attendance	40	313	0

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*

We will encourage people to stay in the Waipā District for the duration of the festival. We will be working with the Chamber of commerce and Hamilton, Waikato Tourism to identify the best locations.

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*

Misty Flicks will work closely with local businesses and organisations to promote their services and offerings during the festival, and we will seek to source as many goods and services locally as possible. This includes partnering with local restaurants and food vendors to provide high-quality catering and refreshments, collaborating with hotels and accommodations to provide affordable and convenient lodging for attendees, and working with technology and equipment companies to source equipment and services from local providers.

To be more specific;

- Cinema: The Regent in Te Awamutu
- Venues: Te Awamutu library and Te wananga o Aotearoa
- Restaurants & Food vendors: We will employ local caterers such as Red Kitchen to provide food and drinks for the network events, workshops and Q&A's.
- Hotels and accommodations: Such as the Hidden Lake Hotel and Apartments and Matariki Motor lodge.
- Cultural organizations and nonprofits: Pecha Kucha, New Zealand Film Commision, Script to Screen, Film Bay of Plenty
- Technology and equipment companies: ACLX

Increased Wellbeing:

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

The Misty Flicks film festival presents a great opportunity to promote the district as an attractive place to live, work, invest in, or visit. By attracting visitors from inside and outside the area, film festivals can have a positive impact on the local economy, increasing tourism and promoting local businesses.

Moreover, Misty Flicks offers a platform for showcasing the talents and achievements of both local and national filmmakers and industry professionals. This can help to promote the district as a hub of creative and cultural activity, showcasing the unique identity and character of the district.

In addition, Misty Flicks will incorporate specific events that engage with the local film community, emerging talent, and provide opportunities for residents and students to engage with the art of cinema. These educational and community events will be an enriching cultural experience for residents, while also contributing to the promotion of the district as an attractive place to live and work.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? ✔ **no**

(*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*

What was the outcome, if known?

We are in discussion with Blackout Friday regarding dates and times. Once we have an outcome we will complete the Event Application Form.

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data? ✔ **Yes**

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*): [redacted]
Contact person: [redacted]
Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted]
GST registered? [redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

***Name of person completing form**:*	[redacted]
***Position in organisation**:*	
Daytime contact phone number:	
Signed:	
Date:	

Final Checklist – Have you……?

	Reviewed the fund criteria and expectations of successful applicants.
	Filled in all areas of this application form.
	Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.

	Attached financial requirements: Event budget and bank account details.

	Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

MISTY FLICKS FILM FESTIVAL

Latest update - 18.05.2023

	Description	Quantity	Cost	Total	Actual
Income					
Income funding					
New Zealand Film Commision (NZFC)	Submission in progress, Funding round closes 30th May 2023		-	$50,000.00	
Well Trust	Submission in progress - Funding round closes in 1st June '23			$23,000.00	
Trust Waikato	Submission in progress - Closing date 9th June		-	$21,500.00	
Waipa funding	Submitted, funding closes 19th May '23		-	$20,000.00	
NZ on Air	Funding round opens on 29 June, decision will be on 22 september		-	$5,000.00	
Gallagher	In discussion		-	$5,000.00	
Total income funding				$124,500.00	
Income Other					
Sponsorships - Naming rights		1	$2,000.00	$2,000.00	
Sponsorships - Premiere		5	$1,000.00	$5,000.00	
Sponsorships - Stars		5	$500.00	$2,500.00	
Total Income Other				$9,500.00	
Income In-kind					
The Regent theatre - Opening ceremony	Takes place in cinema one and is based on 80% capcity	112	$6.00	$672.00	
The Regent theatre - Pecha Kucha	Based on 80% capacity. Regent takes as venue 70% on ticket sales	112	$6.00	$672.00	
Volunteering	based on 15 volunteers that help the whole day of the festival for 12 hours with a rate of $30 per hour	15	$360.00	$5,400.00	
Partnerships		2	$3,000.00	$6,000.00	

MISTY FLICKS FILM FESTIVAL

Latest update - 18.05.2023

	Description	Quantity	Cost	Total	Actual
Website hosting	Sponsorship deal with Rocketspark	1	$670.00	$670.00	
Total income In-Kind				$13,414.00	
Income Festival					
Submissions	Based on 25 submissions per category	150	$20.00	$3,000.00	
Merchindise tshirt sales	Based on 5% of 80% of total attendance sell price for tshirt = $39	91	$39.00	$3,547.44	
Merchindise totes bag sales	Based on 5% of 80% of total attendance sell price for totes bag = $15	91	$15.00	$1,364.40	
5 film pass	Based on 80% capacity of which buy; 30% 5 film pass 40% 3 film pass 30% Single tickets Regent takes as venue 70% on ticket sales	320	$75.00	$24,012.00	
3 film pass		427	$48.00	$20,490.24	
Single tickets		320	$20.00	$6,403.20	
School student day	Students can see their own film or the one of their classmates.	400	$20.00	$8,000.00	
Workshop - Feature Film	Based on 80% capacity	20	$20.00	$400.00	
Workshop - Getting your film seen	Based on 80% capacity	20	$20.00	$400.00	
Showcase - Lunch and Learn venue	Based on 80% capacity	20	$20.00	$400.00	
Showcase - Lunch and Learn cinema	Based on 80% capacity	20	$20.00	$400.00	
Talk - Matawa Media	Based on 80% capacity	20	$20.00	$400.00	
Pateron Quiz night	Based on 80% capacity	40	$0.00	$0.00	
Talk - Film Bay of Plenty	Based on 80% capacity	48	$20.00	$960.00	
VIP - After Party	Based on 80% capacity	40	$25.00	$1,000.00	
VIP - Breakfast	Based on 80% capacity	12	$20.00	$240.00	

MISTY FLICKS FILM FESTIVAL

Latest update - 18.05.2023

	Description	Quantity	Cost	Total	Actual
Total Income festival				$71,017.28	
TOTAL INCOME				$218,431.28	
Expenses general					
Personnel cost					
Festival Director	8 hours per week for 6 months	1	$12,480.00	$12,480.00	
Festival Organiser & Marketing Manager	16 hours per week for 6 months	1	$22,880.00	$22,880.00	
Workshop Coordinator	5 hours per week for 4 months	1	$4,730.00	$4,730.00	
Total Personnel cost				$40,090.00	
Professional services					
Consultant Festival Director	Festival director of Top of the South Festival and Maoriland	2	$3,000.00	$6,000.00	
Event manager	To help out with the organisation and programming on the day itself.	1	$5,332.00	$5,332.00	
Graphic Designer	Create visual style and all the assets for Marketing	1	$8,000.00	$8,000.00	
DCP converter	Converts Films for Cinema	1	$2,000.00	$2,000.00	
Social Media Manager	One off expense to help with all social media posts	1	$1,000.00	$1,000.00	
Sponsorship Manager	One off expense to help with Sponsorship deals	1	$1,000.00	$1,000.00	
Volunteering	based on 15 volunteers that help the whole day of the festival for 12 hours with a rate of $30 per hour	15	$360.00	$5,400.00	
Total professional services cost				$28,732.00	
Administration cost					

MISTY FLICKS FILM FESTIVAL

Latest update - 18.05.2023

	Description	Quantity	Cost	Total	Actual
Board Meetings	once every forth night for 8 months inc. travel cost	18	$50.00	$900.00	
Festival Committee Meetings	Weekly for six months including travel costs	26	$100.00	$2,600.00	
Accountant		-	$3,000.00	$3,000.00	
Legal services		-	$3,000.00	$3,000.00	
Health and Safety		-	$1,500.00	$1,500.00	
Office overheads		-	$3,500.00	$3,500.00	
Miscellaneous		-	$1,500.00	$1,500.00	
Website hosting	Sponsorship deal with Rocketspark	1	$670.00	$670.00	
				$16,670.00	
TOTAL EXPENSES GENERAL				$85,492.00	
Marketing costs					
Advertising costs					
Billboard advertising		3	$60.00	$180.00	
Billboard Council		1	$60.00	$60.00	
Meta Ad		1	$60.00	$60.00	
Facebook Ad		1	$60.00	$60.00	
Stuff Advertising		1	$60.00	$60.00	
NZ Herald Editorial		1	$60.00	$60.00	
The Editorial Newspaper		1	$50.00	$50.00	
Central North Radio Stations		30	$60.00	$1,800.00	
Banner Stand Hire		40	$60.00	$2,400.00	
Instagram - Te Awamutu Community		1	$60.00	$60.00	
Instagram - Aoteora Film Call out		1	$50.00	$50.00	
Poster for Community Centres/Libraries		40	$50.00	$2,000.00	

MISTY FLICKS FILM FESTIVAL

Latest update - 18.05.2023

	Description	Quantity	Cost	Total	Actual
Radio Advert - National Film Call out		40	$100.00	$4,000.00	
Radio Advert - Waikato Call out		40	$100.00	$4,000.00	
Radio Advert - BOP Call out		40	$100.00	$4,000.00	
In-Cinema Screen Advertisment		5	$100.00	$500.00	
Total Advertising cost				$19,340.00	
Marketing production costs					
Printing costs		-	$500.00	$500.00	
Trailer for Award Catagory	Producing and editing including converting to DCP	4	$500.00	$2,000.00	
Total Advertising cost				$2,500.00	
Marketing & Networking					
Melbourne International Film Festival		2	$2,750.00	$5,500.00	
New Zealand International Film Festival		2	$1,800.00	$3,600.00	
Total Marketing & Networking				$9,100.00	
TOTAL MARKETING COST				$30,940.00	
Production Cost					
Venue cost					
5 film pass	Based on 80% capacity of which buy; 30% 5 film pass 40% 3 film pass 30% Single tickets	320	$52.50	$16,808.40	
3 film pass		427	$33.60	$14,343.17	
Single tickets		320	$14.00	$4,482.24	
Student day	Regent takes as venue 70% on ticket sales	400	$14.00	$5,600.00	
Te Awamutu libary space	Including GST	1	$575.00	$575.00	
Te wananga o Aotearoa space	Including GST	1	$575.00	$575.00	
Catering	Catering for workshops and awardshow, including GST	9	$460.00	$4,140.00	

MISTY FLICKS FILM FESTIVAL

Latest update - 18.05.2023

	Description	Quantity	Cost	Total	Actual
Equipment rental	One off cost for lighting displays, e,g ncluding GST	-	$2,875.00	$2,875.00	
Total venue cost				$49,398.81	
Venue personnel cost					
Speakers	Including pechakucha and matawa media	6	$500.00	$3,000.00	
Opening ceremony preformance		1	$500.00	$500.00	
Band preformance		-	$500.00	$500.00	
Usher	Two ushers per cinema based on 5 cinemas Cost for gift voucher	10	$100.00	$1,000.00	
Curator	Industry person outside of our region Cost for gift voucher	3	$200.00	$600.00	
Photographer	based on 6 hours at a rate of $32	3	$192.00	$576.00	
Videographer	based on 4 hours at a rate of $3	1	$140.00	$140.00	
Master of Ceremonies (MC)	Voucher	3	$100.00	$300.00	
Total personnel cost				$6,616.00	
Production cost other					
Merchindise tshirt	Based on 5% of 80% of total attendance buy price tshirt = $35 including 30 tshirts for volunteers	121	$35.00	$4,233.60	
Merchindise totes bag	Based on 5% of 80% of total attendance buy price totes bag = $7.61 including 30 tshirts for volunteers	121	$7.61	$920.51	
Award throphies		6	$500.00	$3,000.00	
VIP tickets for sponsors		200	$20.00	$4,000.00	
Liquor liscence		1	$500.00	$500.00	

MISTY FLICKS
FILM FESTIVAL

Latest update - 18.05.2023

	Description	Quantity	Cost	Total	Actual
Miscellaneous	Decor, hand out printing, pens etc	-	$500.00	$500.00	
Total production cost other				$13,154.11	
TOTAL GENERAL EXPENSE				$100,108.91	
TOTAL EXPENSES				$216,540.91	
NET SURPLUS				$1,890.37	

MISTY FLICKS FILM FESTIVAL

Latest update - 18.05.2023

Total Festival Attendance		
	100%	80%
Spectators	1334	1067
Students	500	400
Workshop attendance	440	352
Total	2274	1819

Capacity Regent		
	100%	80%
Cinema 1	140	112
Cinema 2	72	58
Cinema 3	60	48
Cinema 4	40	32
Cinema 5	18	14
Total	118	94

Films showing per cinema		
	100%	80%
4	560	448
5	360	288
4	240	192
3	120	96
3	54	43
Total	1334	1067

Capacity Talks, Workshops etc.		
	100%	80%
Workshop - Feature Film	25	20
Workshop - Getting your film seen	25	20
Showcase - Lunch and Learn venue	25	20
Showcase - Lunch and Learn cinema	25	20
Talk - Pecha Kucha	140	112
Talk - Matawa Media	25	20
Talk - Film Bay of Plenty	60	48
Pateron Quiz night	50	40
VIP - After Party	50	40
VIP - Breakfast	15	12
Total	440	352

Marketing Plan for Misty Flicks Film Festival

Executive Summary:
Misty Flicks is a not-for-profit independent film festival held annually in the Central region of Aotearoa, New Zealand. The festival aims to create a platform to nurture the careers of tomorrow's storytellers by providing educational opportunities and workshops. This marketing plan outlines strategies to increase festival attendance, enhance brand recognition, and generate buzz while nurturing the careers of emerging storytellers.

Target Audience:
Segment the target audience into the following groups:

- High school students from Waipā and the Central North Island.
- Emerging filmmakers from Waipā and the Central North Island.
- Industry professionals from Waipā and all over New Zealand.
- Film enthusiasts.
- Supporters of Māori and indigenous storytelling.

Key Objectives:
- Foster the growth and development of emerging storytellers through educational opportunities and workshops.
- Increase festival attendance by 20% compared to the previous year, targeting each audience segment specifically.
- Position Misty Flicks as a leading platform for local, indigenous, and international cinema, promoting diversity and cultural exchange.
- Drive engagement and ticket sales through effective promotion and audience outreach.
- Create a sense of community and connectedness through the arts, promoting manaakitanga (hospitality and mutual respect) between filmmakers and audiences.

Marketing Strategies:
a) Branding and Messaging:

Develop a compelling and inclusive brand identity for Misty Flicks, emphasizing the festival's focus on careers of tomorrow, diverse voices, cultural exchange, and storytelling.
Craft key messages that highlight the festival's mission, vision and focus.

b) Online Presence and Digital Marketing:

- Create an engaging festival website that reflects the diverse programming, provides comprehensive information about the event, and highlights educational opportunities and workshops.
- Leverage our social media platforms (Facebook, Instagram, Twitter, TikTok) to share stories, trailers, and behind-the-scenes content that promote cultural diversity, community engagement, and the power of storytelling.
- Utilize online advertising campaigns, targeting specific audience segments, to increase awareness and drive ticket sales.

- Implement email marketing to reach out to subscribers, providing exclusive updates, workshop invitations, and special promotions.

c) Content Creation and Promotion:

- Produce high-quality content, including blog posts, articles, interviews, and video features, that showcase the festival's commitment to diverse storytelling, indigenous voices, and emerging talent.
- Collaborate with local filmmakers, industry professionals, and indigenous communities to share their stories, experiences, and perspectives.
- Encourage user-generated content by running contests, where audiences can share their own stories and connections to film and the festival, fostering a sense of community.

d) Partnerships and Sponsorships:

- Establish and enhance partnerships with local educational institutions, film organisations, and community groups to provide educational opportunities and workshops for emerging storytellers.
- Seek sponsorships from organisations aligned with Misty Flicks' values and objectives to support specific events, workshops, or scholarships for emerging filmmakers.
- Collaborate with industry professionals and indigenous organisations to provide mentorship programs, seminars, and discussions that promote cultural exchange and professional development.

e) Public Relations and Media Outreach:

- Develop a comprehensive media kit and press releases to distribute to local and national media outlets, emphasizing the festival's unique programming, educational initiatives, and cultural significance.
- Proactively engage with journalists, bloggers, and influencers to secure coverage and interviews that highlight the festival's commitment to diverse storytelling and cultural exchange.
- Arrange press passes for media representatives, inviting them to attend the festival, workshops, and panel discussions.

Measurement and Evaluation:

- Track ticket sales, website traffic, social media engagement metrics, and email marketing analytics to measure the effectiveness of marketing efforts.
- Conduct post-festival surveys to gather feedback from attendees, assess their satisfaction, and identify areas for improvement.
- Monitor media coverage and mentions to evaluate the festival's visibility and reputation.
- Utilize the collected data and insights to refine marketing strategies for future editions of Misty Flicks Film Festival.

By implementing this marketing plan, Misty Flicks Film Festival aims to increase attendance, strengthen its position as a platform for diverse storytelling, and foster a sense of community and connectedness through the arts.

District Promotion Fund
Application Form

For events to be held in the Waipā District between 1 July 2023 – 30 June 2024.

Section 1 – Event Details

Name of Event: New Zealand National Rowing Championships
Date of Event: 13th – 17th February 2024
Frequency of Event (e.g., 'one-off', 'annual'): Annual
Is your event: ☐ District/Regional wide X National ☐ International
Location or venue: Lake Karāpiro, Mighty River Domain
Time of event: 08:00 – 18:00
Type of event: (sports/recreation, arts/cultural, community, other?) Sport/Recreation (Rowing)

Section 2 – Event Description

Event outline: This is a club rowing regatta open to all rowers. With events for all boat classes and competencies, this regatta provides all rowers a field within which they can be competitive. This regatta runs a traditional format; however, it does crown the top athletes in New Zealand. The 2021 event was relocated to South Island due to Covid-19 restrictions. The last National Championships hosted at Lake Karāpiro in 2020, had 851 athletes in attendance.
Other organisations involved in the event and/or providing support: Who / How? New Zealand Rowing Association (NZRA), trading as Rowing New Zealand (RNZ), is the governing body of rowing in New Zealand.

Section 3 – Funding and Support

Amount of funding support requested: $3 500-00

What other funding/sponsorship are you seeking for this event?
The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

Organisation	Purpose	Amount ($)
Own funding	KRI be self-funding our budgeted overhead amount less sponsorship amounts received.	$83 507
Community Funders	NZCT (salaries)	TBC
Business sponsorship	KRI is supported by a number of sponsors, both local and national, that are recognized through exposure at our events and online.	$5 281
Other non-cash contributions / in-kind support		

Council requires a copy of your event budget and bank deposit slip

☐ A copy of your event budget

☐ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

Section 4 – Waipā District Council Recognition

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

Recognition of the Waipā Home of Champions brand:
You will be offered all the benefits afforded to both our Event and Merchant sponsors. Waipā District Council will have naming rights to at least one of the events of this regatta and all other regattas of the season.

You will have the ability to attend these regattas to promote your service to our community. Key resources published for these regattas will recognize your support (e.g., regatta program, results, etc.).

Opportunity for an official/Mayoral welcome or invitation for elected members to be involved:
An available member of the KRI Executive Board would be happy to welcome any members of your team to the event. KRI would also be willing to provide an area for Council to host a hospitality function.

Vocal endorsements:
Repeated mentions by the commentator over the venue speaker system for each of Waipa District's Council Sponsored races. The blurb is provided by Waipa District Council. For the past season this was *"Waipa District Council is proud to call Waipa the Home of Champions. Council knows events like this will be playing a huge role in our successful recovery from the COVID-19 impacts and we are looking forward to a busy season ahead. Stay safe and make the most of these activities with friends and family."*

Online presence: (please outline any social media or websites your event has):
All of KRI's online platforms shall support and engage with Waipa District Councils own online platforms.
Website: Link
Facebook: Link
Instagram: Link
Examples of Facebook/Instagram posts include the following posted over the last year:





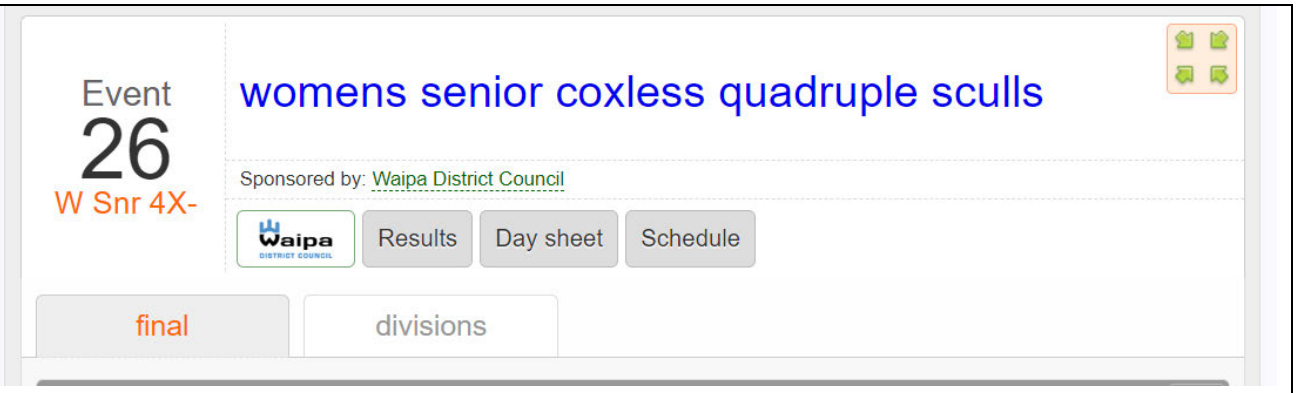


Due to this being a Championship Regatta, there are medal presentations. This will increase Waipa District Councils online presence as athletes, clubs and photographers share images of the ceremonial awards:



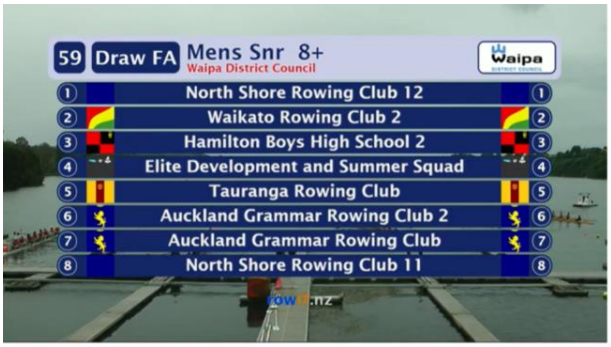
The event will also be loaded onto What's On Waipa.

Entries and the online race schedule via rowIT, includes the Race Sponsor's logo (and link to their website) per event they sponsor. This is a frequently visited site for access to the race programme, changes and results.



The finals days of our major regattas are live streamed via YouTube. The race sponsor is recognized at the start and end of each event, through the inclusion of their company name and logo on the race title graphics.





South Island had 22k views of the National Championships in 2023 and we expect a similar number in 2024.

Furthermore, the region and its iconic natural geography is showcased through the live stream to a national and international audience. Such as the Mighty River Power domain, Lake Karāpiro and its surrounds, the Karāpiro Dam and Mt Maungatautari and the Sanctuary Mountain Maungatautari. This will entice national and international travel of rowers to come compete at our lovely venue.

Being a pre-Olympic year, many international rowers and coaches would be very interested in watching the performance of New Zealand's top crews.

Advertising (please specify type and if council's brand will be included):

KRI has a limited advertising budget but places an advert in the national online magazine, The Rowing Hub, which shall include your branding.

All regatta communication (e.g., Regatta Information Letter and Safety Briefing, all includes logos from our Sponsors. This communication is distributed very widely.

The use of some of Waipa's equipment to be used at the event, e.g., promotional flags, banner mesh, etc. will further promote the council's brand. Additional Waipa event equipment is used at Championship events, to assist in the set-up of Ceremonial. This included the use of banner mesh around the ceremonial area and the podium.



Complimentary ticketing:
We do not charge spectators to attend our events other than a parking fee for which VIP parking passes can be provided to you upon request so you will not be charged.

Opportunity for an official/Mayoral welcome:
Should the Mayor and or representative want to welcome/address the public, this can be arranged. Due to this event being a Championship regatta, both the Major and Deputy Major will be invited to present medals and trophies to the winners of Waipa District Councils sponsored events.

Other benefits (please detail all opportunities in full):

Marketing plan (please include a summary of how you intend marketing this event):
A strategic approach using all our various online platforms and communications streams will be used to communicate all key details of this, and all our other regattas in the season, as well as any key organizational developments. This ensures that we are reach as many of the different demographics within our consumer group as possible on a platform of their choosing.

Section 5 – Benefits Analysis

You need to be able to demonstrate the event's ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following:

Demographic of main audience: (e.g., 18 and under, 35+, families, etc.)
This regatta caters for both school age competitors and seniors (up until about age 35). Many of the school aged-competitors are supported by their parents while, a number of the adults may be supported by a partner.

Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*

Numbers expected	From Waipā	Outside Waipā	Overseas
Participants	83	768	

Spectators	250	2300	
Trade	5	10	

Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where? *If you have statistics on visitor nights from previous years, please include them here.*

Yes, and the nature of our events leads to the need for over night accommodation due to the fact that racing commences at 8am and can run until 6pm over a five-day period. Accommodation is booked not only by the travelling teams, but also by their families. Majority of the travelling competitors will stay as close to Lake Karāpiro as possible.

Karāpiro Rowing provides accommodation to our team of volunteers at the Lodge located at Mighty River Domain.

Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee's review of the application, please include as much detail as possible.*

Karāpiro Rowing Inc makes its best effort to include as many local businesses as possible, providing affordable season-long sponsorship opportunities, of which all of the below are a part of:

Mitre10 Mega Cambridge, Kaz Dezign, Footloose Cambridge, FreshChoice Supermarket Leamington, New World Cambridge, ONYX, Goldsmiths, Laszlo Boats NZ, Leamington Bakery, Veggie Fresh, Just Horse N Around, Get More Kit, Comins Pharmacy, Kebabilicious Cambridge and Takapoto Estate.

Karāpiro Rowing Inc also purchases majority of our supplies from local providers, for example, Leamington Bakery provides all lunches and afternoon tea. New World Cambridge and FreshChoice Leamington are used to purchase dinner and other supplies.

Increased Wellbeing:

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

The event is held at one of, if not the most iconic location in Waipā. This will illustrate to all spectators and competitors alike, just what an incredible place this district is and the endless opportunities that it presents. It illustrates the community spirit present through the generous support provided by a number of local businesses, the large number of volunteers (many of whom are locals) that are crucial to the running of our regattas, and the support shown by spectators and between competitors. It also illustrates the emphasis that the Waipā District Council places on community and environmental well-being through the facilities that are available to the local, national and international community, whether they be sporting or other.

There is a reason why Lake Karāpiro is the host of almost all of New Zealand's premier domestic rowing regattas, and international regattas, and Waipā is it.

If you require more space, please attach your answer to this document.

Section 6 – Consent Requirements

Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? (*Event organisers are required by Council to complete an Event Application Form to determine if approvals are required, whether Council funding is successful or not.)*	X Yes ☐ No
What was the outcome, if known? As part of our annual booking forms, we work with both the Waipā DC and Waikato Regional Council to ensure all necessary requirements are met.	

Section 7 – Post Event Report

In order to determine whether Council's support has been successful, a Post Event Report (PER) will be required. The PER must be submitted within 3 months of the event's completion (template at waipadc.govt.nz/districtpromotionfund or request a form at events@waipadc.govt.nz). Failure to provide this report may jeopardise future support.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data?	X Yes ☐ No

Section 8 – Applicant Details

Legal name of applicant/organisation (*as on your bank account*): [redacted]
Trading name (*if different*):
Contact person: [redacted]
Postal address: [redacted]
Telephone (including mobile number/s): [redacted]
Email: [redacted]
Is the event organiser/organisation team paid or voluntary? [redacted]
Is the applicant a legal entity? (e.g. 'company', 'incorporated society' etc.): [redacted]
GST registered? (*please circle*) Yes No [redacted]

Section 9 - Declaration

9.1 We, the undersigned persons, hereby declare that the information supplied in this application on behalf of our club/organisation is correct, to the best of our knowledge.

9.2 We consent to Waipā District Council collecting the personal contact details provided, and retaining and using these details. Information may be included in a public meeting agenda. We acknowledge our right to have access to this information. This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to www.waipadc.govt.nz/privacy-statement.

Name of person completing form: [redacted]

Position in organisation: [redacted]

Daytime contact phone number: [redacted]

Signed:

Date: [redacted]

Final Checklist – Have you……?

Y Reviewed the fund criteria and expectations of successful applicants.

Y Filled in all areas of this application form.

Y Completed/attached your 'Benefits Analysis – Increased Wellbeing' response.

Y Attached financial requirements: Event budget and bank account details.

Y Completed an Event Application Form for events on public / council owned land.

If attaching additional pages to answer specific questions, please submit in A4 size.

Please return this form either by:

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund
Waipā District Council
Private Bag 2402
Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

Applications close 5pm, Friday 19 May 2023.

WAIPĀ
HOME OF CHAMPIONS

KARĀPIRO ROWING INC							
REGATTA SUMMARY BUDGET 2023/2024							
Expense Item	**Karapiro Memorial Regatta**	**Karapiro Club Regatta**	**Karapiro Christmas Regatta**	**North Island Club Champs**	**Nationals - NZ Rowing Champs**	**Junior Regatta**	**North Island Secondary Schools Regatta**
	TBC	2/3 Dec 2023	15/17 Dec 2023	26/29 Jan 2024	13 to 17 Feb 2024	24/25 Feb 2024	9/11 March 2024
INCOME							
Regatta Entry Fees	17,027	22,957	44,484	38,484	32,800	22,289	33,124
Regatta Amenity Fees	10,200	15,000	55,200	49,464	32,000	20,368	46,306
Regatta Tent Site Fees	1,770.00	1,770.00	5,460.00	5,355.00	2,120.00	2,120.00	4,460.00
Regatta Sundries	180	180	1,260.00	700	700	350	700
Regatta Parking	8,614.00	10,542.00	19,285.00	11,957.00	-	11,957.00	19,285.00
Annual Tent Sites	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Sponsorship	3,194.29	3,194.29	5,281.79	5,281.79	5,281.79	15,194.29	12,281.79
Total Income	**45,985.29**	**58,643.29**	**135,970.79**	**116,241.79**	**77,901.79**	**77,278.29**	**121,156.79**
EXPENSES							
Regatta Control Programme	3,340	3,340	3,874	3,874	5,750	300	3,874
Rowit	5,170	6,149	7,256	7,267	5,550	3,360	5,550
Regatta Catering	3,800.00	3,300.00	6,300.00	8,000.00	9,000.00	3,500.00	7,000.00
Casual Labour	1,000.00	1,000.00	3,000.00	3,200.00	3000	1,000.00	3000
Gate & Traffic	10,232.00	10,232.00	18,344.00	18,344.00	7,270.00	10,232.00	23,934.00
Regatta First Aid Care	2,870.00	2,870.00	6,125.00	7,992.50	6,687.50	3,780.00	7,370.00
Advertising Marine safety	109	109	109	109	109	109	109
Council Fees	9,230.00	9,230.00	20,961.95	21,815.33	16,699.82	9,840.37	21,420.98
Medal and Ceremonial Costs				3,000.00	3,000.00		6,050.00
Medals & Ceremonial - medal presentation				1,200.00	1,800.00		1,200.00
Boat Holders	2,400.00	2,400.00	3,600.00	4,800.00	6,000.00	2,400.00	3,600.00
Facility Set-up & Hireage	3,378.00	3,378.00	15,808.00	16,907.00	5,227.00	8,518.00	11,109.00
Regatta Security					9,013.68		3,004.56
Boat Fuel	1,760.00	1,760.00	2,640.00	1,760.00	4,400.00	1,760.00	2,640.00
	43,289.00	**43,768.00**	**88,017.95**	**98,268.83**	**83,507.00**	**44,799.37**	**99,861.54**
Contribution to over heads	**2,696.29**	**14,875.29**	**47,952.84**	**17,972.96**	**-5,605.21**	**32,478.92**	**21,295.25**

Karapiro Rowing Incorporated
PO Box 1052, Cambridge 3450

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

11th May 2023

Dear Waipa District Council,

Please find attached Karapiro Rowing Inc's. (KRI) application for funding by the Waipa District Promotion Fund 2023-2024.

KRI are applying for grants towards the costs associated with regattas being held over the 2023-2024 rowing season. KRI will be hosting ten regattas which will range in size from approx. 350 to 2,500+ competitors and from 90 to 4,000+ spectators from around the country.

Athletes that attend our events are from schools and rowing clubs and range from school age through to masters. Our events also cater for all abilities from novices through to the NZ representative athletes. KRI prides itself on hosting world class events for any level, age or ability.

We are very proud that our regattas attract strong local community support. Not only do we have local volunteers who dedicate their time to KRI, we also prefer to use local businesses to provide goods/services to KRI. We engage with local providers and have the capability to encourage clubs/schools (by way of our extensive database) to use local.

One of the unique aspects of our regattas is that they generally run over a few days. Whilst many people enjoy coming to Lake Karāpiro to soak up the atmosphere at the Mighty River Domain and the regatta in progress, we find that spectators also have the time to head back in to the local shops to participate in some retail therapy. Many of our local sponsors have the opportunity to have commentary promoting their businesses. This commentary is put out over the PA system where our crowds get to hear about local businesses. As we have been granted District Funds in the past, we always make sure that you also receive PA announcements promoting local.

KRI has also successfully being able to live stream our major regattas over this last season, with viewership reaching 45k on the final day of the Maadi Regatta. Not only does this allow people from around New Zealand, but also globally to watch the racing and have the region and its iconic natural geography showcased, such as the Mighty River Power domain, Lake Karāpiro and its surrounds, the Karāpiro Dam and Mt Maungatautari and the Sanctuary Mountain Maungatautari. This will entice national and international travel of rowers to come compete at our lovely venue.

Our clubs/schools participating in these regattas all require accommodation. We know that from high end accommodation solutions right down to tent sites and local halls or churches, our clubs/schools heavily rely and support local accommodation providers. We will continue to encourage and promote local accommodation providers.

Rowing regattas have been administered by KRI for many years. KRI has a volunteer base of over 180. Prior to, during and post event this strong base of volunteers all contribute to the running of successful regattas. Key events we have been involved with include the 1978 World Rowing Championships, the 2010 Rowing World Cup and the 2017 World Masters Games. Our main focuses however, are running school and club level rowing regattas which are consistently well attended by athletes from all over New Zealand.

The funding would be used to cover the costs associated with the following events:

- KRI Memorial Rowing Regatta
- KRI Club Rowing Regatta
- KRI Christmas Regatta
- North Island Rowing Championships
- New Zealand National Championships
- Junior Rowing Regatta
- NI Secondary School Rowing Champs

The Mighty River Domain costs are one of the largest expenses KRI has, if our applications are successful KRI would be able to continue to keep any costs passed onto our participants to a minimum and encourage maximum participation from the rowing community.

KRI is also proud to support other users of Mighty River Domain and Lake Karāpiro by way of providing our infrastructure so they can run their events at this location. The events that require use of our infrastructure for the coming season are:

- RNZ Senior trials for World Championships
- Rowing NZ under 23 trials
- Rowing NZ under 18/19 trials
- Trans-tasman U19 regatta
- Rowing NZ Junior Trials
- Te Awamutu Regatta
- Regional Waka Ama Champs
- Waka Ama Sprint Nationals
- Hydroplanes Nationals
- Canoe Racing Nationals
- NZ Dragon Boat Nationals

All these events undeniably have a positive spinoff for the local community and KRI are always happy to provide our infrastructure so that these events can take place.

We have no doubt that the benefits of grants from the District Promotion Fund would flow through KRI and back in to the local community.

We thank you for considering our application.

Many thanks,

[redacted]