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| Logo  Description automatically generated | District Promotion FundApplication Pack |
| Waip**ā** District Council, Private Bag 2402, Te Awamutu 3840Phone: 0800 924 723 | Web: www.waipadc.govt.nz/funding | Email: events@waipadc.govt.nz |

**Application Eligibility and Criteria**

The District Promotion Fund supports events that promote and benefit the wellbeing of the Waipā District and its people. The fund is limited and a competitive process where priority will be given to applications that best meet the defined eligibility and criteria. For the 2022/23 funding round priority will be given to events that show they will use Waip**ā** suppliers and encourage their attendees and visitors to spend locally in the hospitality, retail and entertainment sectors, expanding the Waipā economy.

For events that don’t meet this criteria, you may wish to look at the[**Community Event Fund.**](https://www.waipadc.govt.nz/our-services/CommunityandRecreation/Grants%20and%20Funding/Pages/Community-Event-Fund.aspx)

**Eligibility**

Events deemed eligible for consideration are assessed by the District Promotion Committee relative to the following:

* a substantial portion of your event must be based in the Waipā district
* the event being funded must occur between 1 July 2022 – 30 June 2023
* the application form must be entirely completed and all relevant supporting material included
* previously successful applicants must have completed and returned their [post event report,](https://www.waipadc.govt.nz/repository/libraries/id%3A26zgz4o7s1cxbyk7hfo7/hierarchy/our-services/communityandrecreation/grants-and-funding/district-promotion-fund/documents/Waipa%27s%20Event%20Funds%20Post%20Event%20Report.docx) a downloadable can be found [here](https://www.waipadc.govt.nz/repository/libraries/id%3A26zgz4o7s1cxbyk7hfo7/hierarchy/our-services/communityandrecreation/grants-and-funding/district-promotion-fund/documents/Waipa%27s%20Event%20Funds%20Post%20Event%20Report.docx).

**Criteria**

If your event is eligible for District Promotion Fund support, the following criteria applies:

* the event can demonstrate that it can promote the Waipā district as an attractive place to live, work, invest in or visit.
* the application shows the event offers economic benefit to the district through expanding the **Waipā** economy, growing visitor nights and increasing international and domestic exposure.
* **Waipā** District Council has opportunity to benefit from the event through promotion using **Waipā** Home of Champions branding.
* applications cannot be funded from more than one of Council’s funding programmes.
* applicants who don’t include the relevant supporting material required, will not be considered.

A District Promotion Fund Application Pack must be returned to **Waipā** District Council no later than **5pm, Friday 20 May 2022.**

This funding round is open to events scheduled 1 July 2022 – 30 June 2023. For events planned in early August 2021, please contact council’s events and marketing advisor to discuss.

Email: events@waipadc.govt.nz or phone 0800 924 723.

**General information**

1. Applicants are asked to remember that the District Promotion Fund constitutes public money for which a high degree of accountability is required. It is important that the details contained within this application are as accurate and concise as possible.
2. Event organisers applying for multiple events must supply an application form for each individual event.
3. An [**Event Application Form**](https://www.waipadc.govt.nz/repository/libraries/id%3A26zgz4o7s1cxbyk7hfo7/hierarchy/our-services/environment-and-health/Event%20Application/Waipa%20District%20Council%20Event%20Application%20Form%20.docx) must be completed by all events on public spaces (i.e. roads, some reserves or parks) or an event likely to have noise, traffic, building consent (large marquees/grandstand) issues. If you are unsure if your event requires this, please contact our events advisor who can assist you. The form can also be requested by emailing events@waipadc.govt.nz. **This is to be submitted at least three months prior to your event.**
4. The event organiser is responsible for applying and paying for any consents/permits/approvals, if needed. The event should also have a Health and Safety Plan to ensure all risks have been identified and managed.
5. Marketing opportunities for **Waipā** District Council are expected. The **Waipā** **Home of Champions** brand is required to be included in your event promotional material. Use of this logo on your promotional material must be sighted and approved before being published/printed. Please contact Council’s Communications staff for copies of our logo and approval of their use via email to events@waipadc.govt.nz.
6. All applicants will be advised by July 2022 regarding the outcome of their application. Any delays will be notified.
7. Funding is conditional until the event organiser has confirmed that the event is proceeding and have confirmed that all consents/permits/approvals, if necessary, have been approved. Payment will be made once council is satisfied all conditions have been met. GST will be added to grants if the event organisation is GST registered. Payment will be processed from **Waipā** District Council within 60 days prior to the event date unless otherwise specified and payment will be made on 20th of month following receipt of your Tax Invoice. Payment is preferred by direct payment into your bank account. Invoices / request for payment of payment must be received by end financial year that the application is made, 30 June 2023.
8. Please note that if your application has been successful and funded by the District Promotion Fund, you will be ineligible to apply to any other council fund for the same activity or event. If you are unsure which fund to apply to, please contact us.

**Who to contact for additional assistance:**

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 20 May 2022.**

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|  | District Promotion FundApplication Form |

**For events to be held in the Waipā District between 1 July 2022 – 30 June 2023.**

**Section 1 – Event Details**

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| Name of Event:  |
| Date of Event:  |
| Frequency of Event (e.g. ‘one-off’, ‘annual’):  |
| Is your event: □ District/Regional wide □ National □ International |
| Location or venue:  |
| Time of event:  |
| Type of event: (sports/recreation, arts/cultural, community, other?)  |

**Section 2 – Event Description**

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| --- |
| Event outline:  |
| Other organisations involved in the event and/or providing support: Who / How? |

**Section 3 – Funding and Support**

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| **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.

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| --- | --- | --- |
| **Organisation** | **Purpose** | **Amount ($)** |
| *Own funding* |  |  |
| *Community Funders* |  |  |
| *Business sponsorship* |  |  |
| *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.

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| --- | --- | --- | --- |
| **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 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?

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| Recognition of the Waipā Home of Champions brand: |
| Signage placement:  |
| Vocal endorsements:  |
| Online presence: (please outline any social media or websites your event has): |
| Advertising (please specify type and budget allowed): |
| Complimentary ticketing: |
| 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): |
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| **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 |  |  |  |
| Spectators |  |  |  |
| 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.* |
| 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.*   |
| 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? *If you require more space, please attach your answer to this document.* |

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**Section 6 – Consent Requirements**

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| 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](http://www.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**

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| --- |
| 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*) Yes No GST no.:  |

**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](https://www.waipadc.govt.nz/privacy-statement).

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| --- | --- |
| ***Name of person completing form****:* |   |
| ***Position in organisation****:* |  |
| ***Daytime contact phone number:*** |  |
| ***Signed:*** |   |
| ***Date:*** |  |

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| --- | --- |
| ***Name of person completing form****:* |   |
| ***Position in organisation****:* |  |
| ***Daytime contact phone number:*** |  |
| ***Signed:*** |   |
| ***Date:*** |  |

**Final Checklist – Have you………?**

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|  | Reviewed the fund criteria and expectations of successful applicants. |
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|  | Filled in all areas of this application form. |
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|  | Completed/attached your ‘Benefits Analysis – Increased Wellbeing’ response. |

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

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|  | 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 20 May 2022.**

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