



Event Fund Application Information and Assessment Form

To be used by the ICC Events Committee and Advisory Group to assist in assessing event funding opportunities

1. EVENT OWNER

Organisation Name: _____

Organisation Legal Status: (eg Charitable Trust, Limited Liability Company)

Contact Person: _____

Alternative Contact: _____

Contact Address: _____

Phone: _____ Mobile: _____

Email: _____

Fax: _____ Website: _____

GST Number (if applicable): _____

2. EVENT PRODUCER (if different from above – Please attached current CV and a list of past projects if you are an individual applying).

Producing Organisation Name: _____

Contact Person: _____

Contact Address: _____

Phone: _____ Mobile: _____

Email: _____

Fax: _____

Website: _____

3. EVENT INFORMATION

Event Name: _____

Proposed Event Date/s: _____

Proposed Event Time/s: _____

Proposed Rain Date: _____

Proposed Venue or Location of Event: _____

Estimated Expected Attendance: _____

Is the proposed event part of a bigger programme? If yes, please outline:

4. EVENT OVERVIEW AND PURPOSE

Overview of the event and outline of the event's purpose:

5. FUNDER BENEFITS FOR INVERCARGILL CITY COUNCIL

Indicate the Funder benefits for Invercargill City Council:

- | | | |
|--|--|--|
| <input type="checkbox"/> Media Exposure
<small>(Print/Radio/Television/Outdoor)</small> | <input type="checkbox"/> Naming Rights | <input type="checkbox"/> Corporate Signage |
| <input type="checkbox"/> Logo Usage | <input type="checkbox"/> Hosting | <input type="checkbox"/> Speaking Opportunities |
| <input type="checkbox"/> Web Profile | <input type="checkbox"/> Award | <input type="checkbox"/> Other (please detail below) |
-

6. INVERCARGILL CITY BENEFITS

Indicate which benefits below will be met by this event (refer to Appendix One):

- | | | |
|---|--|---|
| <input type="checkbox"/> Economic Value | <input type="checkbox"/> Community Support | <input type="checkbox"/> City Profile |
| <input type="checkbox"/> Venue Usage | <input type="checkbox"/> Event Calendar | <input type="checkbox"/> Media Coverage |

7. INVERCARGILL CITY COUNCIL COMMUNITY OUTCOMES AND WELL-BEINGS

Indicate which Community outcomes and well-beings will be met by this event (refer to Appendix Two):

8. INVERCARGILL CITY COUNCIL EVENT EVALUATION AND ASSESSMENT FRAMEWORK

Complete the Event Evaluation and Assessment Framework for this event (refer to Appendix Three):

9. PREVIOUS SUPPORT

Has this event previously received Invercargill City Council funding? If so, what was it for? When? How much?

- | | | |
|----------------|------------------|-------------|
| 1. Item: _____ | Amount: \$ _____ | Year: _____ |
| 2. Item: _____ | Amount: \$ _____ | Year: _____ |
| 3. Item: _____ | Amount: \$ _____ | Year: _____ |

10. INCOME AND EXPENDITURE

Provide the event budget

Funding amount requested from Invercargill City Council: \$ _____

What will the funding be used for?

Item	Amount (\$)
Total:	

List confirmed sources of funding and amounts received:

1. Funding Source: _____ Amount: \$ _____
2. Funding Source: _____ Amount: \$ _____
3. Funding Source: _____ Amount: \$ _____

List the sources of funding and amounts you have applied for and awaiting confirmation:

1. Funding Source: _____ Amount: \$ _____
2. Funding Source: _____ Amount: \$ _____
3. Funding Source: _____ Amount: \$ _____

11. ASSETS / ACCOUNT BALANCE

(Attach bank statement).

Appendix One – City Benefits

ECONOMIC BENEFIT

- The event attracts new investment and visitors and has a positive economic benefit for the city.
- The event supports local businesses through utilising products and services.

VENUE USAGE

- The event contributes to greater or more effective use of key venues in the city.

EVENT CALENDAR

- The event fills a gap in the events calendar (seasonal low points such as long weekends, school holidays) and adds vibrancy.

MEDIA COVERAGE

- The degree to which the event generates national or international media exposure that will promote Invercargill city's destination profile.

COMMUNITY SUPPORT

- The event engages a well defined sector of the community and fosters a spirit of togetherness and well being, educates both the community group and the wider population, promotes tolerance and understanding throughout the broader population, encourages participation and enables the essence of the activity to be celebrated and experienced widely.

CITY PROFILE

- The event enhances the profile of Invercargill as an events destination.

Appendix Two – Community Outcomes and Well-beings

1. COMMUNITY OUTCOME

Outcome 1 – “Southland is a great place to live”

- Intermediate Outcomes
 - We value our history and heritage.
 - We have a choice of quality places to go and things to do.
 - We embrace and respect a diverse community.
 - We are proud to be Southlanders.
 - We live in a creative place.

Outcome 2 – “A diverse economy built from our strengths for growth and prosperity”

- Intermediate Outcomes
 - We have a quality infrastructure with potential for growth.
 - We have an innovative and vibrant culture that supports business.
 - We have a business friendly environment in which to operate.
 - We have an economy built on our competitive advantage.
 - We have full employment and rewarding careers.
 - We retain and build on our skills base.
 - We keep the things about living here that we value.

Outcome 3 – “Safe places in a caring society that is free from crime”

- Intermediate Outcomes
 - We have safe roads.
 - We have safe homes.
 - We have public places safe for children and families.
 - We apprehend and hold law breakers appropriately accountable.
 - We support the victims of crime.

Outcome 4 – “We are healthy people”

- Intermediate Outcomes
 - We are able to live healthy lifestyles.
 - We have good quality affordable housing.
 - We live in a compassionate caring community.
 - We have equity of access to health services.

Outcome 5 – “Strong, effective leadership taking us into the future

- Intermediate Outcomes
 - Citizens and communities are inspired, motivated and empowered.
 - Decisions are progressive, forward looking and robust.
 - The community has confidence in its leaders.

Outcome 6 – “A treasured environment which we care for and which supports us now and into the future”

- Intermediate Outcomes
 - We have an informed community caring for the environment.
 - We have a healthy, safe and accessible built environment.
 - We have an environment protected from the negative effects of human activities.

Outcome 7 – “A well educated and skilled community continually seeking further opportunities to learn”

- Intermediate Outcomes
 - We accessible learning opportunities.
 - We have high quality learning opportunities available to meet community needs and demands.
 - We deliver innovative, integrated and effective learning programmes.
 - We have a culture of continuous learning.

2. WELL-BEINGS

Social, economic, environmental and cultural well-being.

Appendix Three – Event Evaluation and Assessment Framework

Event Name: _____

The table provides a framework and criteria to be used to assess the event's **viability**, **validity** and **value** to Invercargill.

	Comment
Aligns with Invercargill City Council Vision and rationale for involvement with each	
Intrinsic or unique value for Southland and its identity	
Promotes the region positively at national level (1)	
Enhances the quality of life of the community	
Free event (all access)	
Entry costs less than \$15	
Involves locals as participants to a high degree (2)	
Economic driver (3)	
Develops capacity (skills, expertise, opportunities) (4)	
Develops audiences/Broadens horizons (5)	
Is sustainable (6)	
Event has long-term strategy for future development including evaluation processes (7)	
Does not clash with other events	
Has a good market share	
Is functionally viable and manages risk appropriately	
Does not currently have sufficient commercial viability to run as a stand alone enterprise	

- (1) Garners national media coverage, TV, print, etc.
- (2) Participants are those actively involved in the event or in management of it.
- (3) Either brings money into the province by attracting visitors, or it's an event that spends money within the province (often this is funders' or sponsors' money).
- (4) This includes areas such as event management, volunteer capacity, artists' opportunities etc.
- (5) A subjective criteria, but one that implies it offers something new, interesting, stimulating or ground-breaking for those involved.
- (6) The event runs at break-even or better, attracting enough revenue (tickets, funding, sponsorship), to ensure continual survival.
- (7) The event has developed a plan for long-term sustainability, growth etc. There is a clear exit strategy if the event has a limited lifespan. The event regularly undergoes an evaluation procedure to identify key issues.