

Major Events Fund 2024/2025

Form Preview

Major Events Fund Guidelines

* indicates a required field

Objectives

The Major Events Fund is an annual contestable fund that is designed to support the attraction, development and growth of events in Palmerston North. The objective of the Major Events Fund is to support Event Producers to deliver world class events that drive sustainable growth in domestic visitation and promote Palmerston North's unique identity to a wider audience.

Council's investment will be targeted with a specific focus on events that:

- Promote domestic tourism and increase visitor nights, promoting longer stays and increased tourism activity, and generating visitation in the shoulder or low seasons;
- Telling and showcasing Palmerston North's unique story;
- Generate positive media exposure for the region;
- Generate opportunities to leverage the city's profile and/or create a long-term legacy for the city; and
- Contribute to a diverse range of events across the region's wider event landscape.

For help, contact Major Events at **MEF@pncc.govt.nz** or 06 356 8199.

Allocation

Council's intention is to support a number of events during the year from the Major Events Fund. There will be events that have been committed to beyond the current financial year which will impact the fund's investment level. A maximum of three (3) year's funding from the Major Events Fund can be applied for in a single application.

The minimum application amount of funding to the Major Events Fund is \$10,000 with a maximum amount of \$30,000 per annum. Other financial support the event has already secured will be taken into account.

Council may also provide in-kind support or allocate a leverage budget to maximise economic and social benefits through activations and/or increase marketing and profile of the event, and will be considered as part of the assessment process.

For more information, see the council's Support and Funding Policy <https://www.pncc.govt.nz/Council/Official-documents/Policies/Support-and-funding-policy>

Criteria for Applications

All applications and applicants to the Major Events Fund must align with the measurement framework and:

- Contribute towards Palmerston North's vision of being a creative and exciting city;
- Cover all their own costs associated with the application and investment process (including preparation of their application, providing further information and access to referees, and negotiation of any investment agreement etc.);

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- Include sufficient information about the event, how the Major Events Fund investment will be used and the expected outcomes. Any undertakings, dependencies, assumptions or conditions must be clearly identified;
- Nominate a contact person within their organisation for purposes of the application, and applicants must only engage with Council in respect of the application via Council's nominated contact person(s);
- The assessment will also consider the event viability including organiser capability, growth potential/ plans, and marketing activity.
- **All successful recipients will be required to provide economic impact reporting at the conclusion of their event.**

Event Eligibility

To be eligible to apply for funding from the Major Events Fund, the Event and/or Event Producer(s) must meet the following criteria:

- Be held within Palmerston North (consideration will be given to events within the wider Manawatū region by exception);
- Drive visitation/media exposure from outside of the city;
- Demonstrate sustainable environmental practices in the organisation and staging of the Event;
- Evidence opportunities provided to use local talent and community groups to develop their skills;
- Be a public facing event (and not a trade show or convention);
- Planning, management, and delivery of the Event is in a finalised stage;
- The Event Producer must be a legal entity such as a trust, company or incorporated society, and must be able to provide evidence of this status if requested;
- Not receive funding from another Council funding programme ;
- The Event/Event Producer must fully declare any additional funding, grant or koha/ donation for the event;
- The applicants must comply with all event regulatory and statutory requirements in relation to the preparation and delivery of the event, including obtaining all necessary permits and consents through the relevant parties.

Funding Exclusions

One of the items of supporting documentation requested is an Event Budget. Applicants must indicate how the Major Events Fund investment will be used to fund specific components of the budget, or to help offset the overall cost.

Some types of events and event related costs are not eligible for funding through this fund. These include:

- Private functions where the public is unreasonably restricted from attending
- Trade shows or conventions;
- Applications that are incomplete or fail to meet the fund requirements;
- Private functions, lunches or dinners;
- Political events;
- Events that promote religious, ministry or political purposes;

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- Events that present a hazard to the community or pose a significant risk to the public or to Council;
- Events that are primarily a fundraiser for the organiser or aligned charity;
- If you have had approved event funding or grants for any other areas of the event from Council (e.g. Sports Event Partnership Fund);
- Events that have breached previous funding agreements with Council including post-event reporting criteria;
- Insurances and legal costs;
- Capital or equipment costs;
- Prize money or awards;
- Full-time or permanent employment.

Event Benefits

Successful applicants will be required to enter into a Funding Agreement with Council. The Funding Agreement sets out the key terms of the funding, capture how the event will deliver on the agreed outcomes, and provide full accountabilities for allocation of the Major Events funding (including reporting and audit).

A key term of the Funding Agreement with Council is the Event Producer's obligation to provide of event benefits (leverage) to Council. The event benefits include:

- Brand exposure in all promotional material and event publicity;
- Opportunities for public appearances by key figures associated with the Major Event (e.g. drivers, team captain, "star" players/performers) in Palmerston North preferably at Council delivered events if timetabling allows (e.g. autograph signing sessions);
- Opportunities for workshops, coaching or behind the scenes exclusive experiences designed to engage, inspire and or educate the Event's target audience of Palmerston North region pre-event;
- Where applicable, provision of event ticket giveaways for co-promoted Social Media Competitions
- Where applicable, provision of signed pieces of memorabilia:
- Provision for access to the event database/target audience for Council promotions;
- Provision of event ticketing insights and crowd data post event as part of the Post Event Report; and
- Provision of access to post event media e.g. videos and photos for promotional use

Support Priorities

Event proposals that demonstrate all of these factors:

- contribution to outcomes achieve goal 1 and 2 of Council's strategic direction;
- promotion of domestic tourism and increases visitor nights (i.e. promoting longer stays and increased tourism activity, and generating visitation in the shoulder or low seasons);
- showcase of Palmerston North's unique story;
- generate positive media exposure for the region;

In addition to the above factors, proposals will receive a higher weighting if the initiative demonstrates either: • the ability to generate opportunities to leverage the city's profile and/or create long-term legacy for the city; • contribution to a diverse range of events across the region's wider event landscape of both demographic or timing; or • contribution to outcomes that achieve goal 3 and/or 4 of Council's strategic direction.

Terms and Conditions

1.0 Definitions

- 1.1 Definitions: In this agreement, unless the context otherwise requires:
- 1.2 Applicant means the person, persons, or entity applying for funding from Council, and may also be referred to as the Event Producer.
- 1.3 Council means Palmerston North City Council.
- 1.4 Funding Agreement means the contract entered into with the Applicant detailing the agreement between Council and the Applicant.
- 1.5 Major Events Portfolio means the aggregate of the events that Council considers to be a major event.
- 1.6 MEF means the Major Events Fund that Council oversees and allocates subject to these terms and conditions and the terms and conditions in the Funding Agreement.

2.0 Funding

- 2.1 Council maintains and runs the MEF in its sole discretion.
- 2.2 The Council Major Events funding is capped. Council is not obligated to grant the entirety of the MEF in any year nor carry over unallocated amounts to future years.
- 2.3 The MEF is for funding events only and cannot be used for funding any conventions, conferences, trade shows or similar.
- 2.4 These Terms and Conditions will also form part and be included as part of the Terms and Conditions of the Investment Agreement entered into with the successful applicant.

3.0 Application process

- 3.1 The application submitted by an Applicant must be online through the Smarty Grants portal. Applications submitted outside of Smarty Grants may be rejected.
- 3.2 Each applicant must disclose all matters likely to be material to Council's consideration of its application or which might have a bearing on the outcomes to be delivered from the funding.
- 3.3 Council at its sole discretion, reserves the right to:
 - 3.3.1 Change the criteria, parameters, date, timeline, or any other aspect of the Funding Application or decision-making application process and waive any application requirements;
 - 3.3.2 Reject any application;
 - 3.3.3 Require applicants to supply additional information;
 - 3.3.4 Suspend or cancel the funding process in whole or in part;
 - 3.3.5 Impose conditions on the approval or payment of Council's funding (i.e. a requirement to successfully obtain a level of private funding or generate a certain number of entries for an event);
 - 3.3.6 Engage a third party to audit the applicant's financial statements;
 - 3.3.7 Seek independent advice and/or crossreference any information provided by the Applicant.

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3.3.8 Council may carry out due diligence in respect of an application. This may include due diligence on Applicants, organisations, or personnel involved. It may extend to financial due diligence and relevant track records either as part of the application assessment process or as part of any subsequent contract negotiation. By making an application, the Applicant consents to Council making due enquiries with third parties in this regard and agrees to provide access to referees where requested by Council.

3.4 Council will inform an Applicant of the success (or otherwise) of an application.

3.5 Council is not obliged to grant all or a certain percentage of the full amount sought in the application. Acceptance of an Application also does not mean the Applicant is entitled to the full amount applied for or can expect to receive a specified amount or percentage. Council will inform the Applicant of the level of funding it is prepared to contribute which will be outlined in the Funding Agreement.

3.6 No decision is binding on Council until the Funding Agreement between Council and the Applicant is agreed and the parties have signed and executed the agreement.

3.7 As part of the application, the Applicant should provide an integrated marketing plan focussing on event and destination promotion including cross-promotion of other Council events where possible which the Applicant can work in conjunction with Council to develop and optimise if successful.

3.8 The Applicant warrants that all information provided in relation to its application is true and correct in all material respects, at all times, and is not misleading whether by omission or otherwise. If circumstances or information changes after making an application, the Applicant must immediately notify Council.

4.0 Privacy

4.1 Council is committed to the Applicants privacy and will comply with applicable privacy laws, including the Privacy Act 1993, to the extent possible when sharing the Applicant's information with third parties in connection with all aspects of the application process. The Applicant acknowledges that their data may be shared for the purpose of evaluating their application.

4.2 Council may share details contained in any application with Elected Members and consult with them on any application for funding.

4.3 Council may publish or publicly release information in relation to the MEF and specifically in relation to the funding amounts requested.

4.4 Council is governed by the Local Government Official Information and Meetings Act 1987. Council is committed to being transparent about its activities and its major events fundings and as such may publish funding and ratepayer contribution to events. Further, Council may publicly disclose its financial and other involvement in and/or contribution to any/all events in Council's Major Events Portfolio at its sole discretion.

4.5 By submitting an application, the Applicant acknowledges that the information in their application may be disclosed publically, or to a third party, and agrees to the disclosure of such information.

5.0 Termination

5.1 Council may terminate its consideration of, or reject, an application at any time prior to an Funding Agreement being signed and executed.

5.2 Council is not required to give a reason where it terminates or rejects an application.

6.0 Conflicts and disclosure

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6.1 The applicant should detail any actual or potential conflict of interest (including anything which might have the appearance of a conflict of interest) which could compromise the decision on the application or bring the process into disrepute. For example, the applicant should identify any situation where a person involved with the event has a connection with someone who is an elected representative, serving on the board of, is a contract provider to, or working within Council or any CCO. Failure to disclose a conflict will result in immediate termination of an application or Funding Agreement.

6.2 All Applicants must disclose to Council any other funding sources, including any sources where the Applicant has lodged an application for funding and whether or not that funding has been confirmed. Further the Applicant must disclose any corporate or commercial sponsorship arrangements irrespective of whether the sponsorship arrangement includes direct funding or in-kind support.

6.3 Applicants must not directly or indirectly seek to influence Council's funding decisions in any improper or unethical manner (or in any way which might have the appearance of being so), nor attempt to solicit or garner non-public information from Council which might give an unfair advantage in the application process.

7.0 General

7.1 Confidentiality: Except as required by law, and subject to these terms and conditions, both parties shall preserve as confidential any information of a confidential nature that they acquire in relation to the other.

7.2 Dispute resolution: Should a dispute arise in relation to the interpretation of these terms and conditions the Applicant must notify Council in writing, detailing the problem. Council will determine whether there is any dispute to resolve and will inform the Applicant of its decision in writing, and if there is a dispute to resolve, then the process that will be followed.

7.3 Severability: If any part of these terms and conditions is held by any court to be illegal, void or unenforceable, such determination shall not impair the enforceability of the remaining parts of these terms and conditions.

7.4 Jurisdiction: These terms and conditions are governed by the laws of New Zealand and the parties submit to the exclusive jurisdiction of the New Zealand courts.

Do you accept the terms of agreement outlined above? *

Yes

Major Events Fund Application

* indicates a required field

Organisation Information

All professional event industry stakeholders who hold and arrange events can apply. This includes:

- Charitable trusts
- Incorporated societies
- Limited or registered companies.

Individuals are not supported through this sponsorship fund.

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Organisation Name

Individual Organisation
Organisation Name

Title First Name Last Name

<input type="text"/>	<input type="text"/>	<input type="text"/>
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What is your Organisation's Legal Status? *

Charitable Trust Incorporated Society Limited or Registered Company

Applicant *

Individual Organisation
Organisation Name

Title First Name Last Name

<input type="text"/>	<input type="text"/>	<input type="text"/>
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Applicant Primary Address *

Address

<input type="text"/>
<input type="text"/>

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.

Applicant Primary Phone Number *

Must be a New Zealand phone number.

Applicant Primary Email *

Must be an email address.

Website

Must be a URL.

GST Number (if applicable)

Charity Registration Number

The Charity Registration Number provided will be used to look up the following information. Click [Lookup](#) above to check that you have entered the Charity Registration Number correctly.

New Zealand Charities Register Information
Charity Registration Number
Organisation Name
Other Names

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Status
Street Address
Postal Address
Telephone
Fax
Email
Website
Date Registered

Must be formatted correctly.

New Zealand Business Number

The NZBN provided will be used to look up the following information. Click Lookup above to check that you have entered the NZBN correctly.

New Zealand Companies Register Information

NZBN
Entity Name
Registration Date
Entity Status
Entity Type
Registered Address
Office Address

Must be formatted correctly.

Previous Experience of Delivering Events *

Please provide a brief summary of Major Events the Organisation has previously and successfully delivered

Event Information

Event Name *

Event Concept & Purpose *

Please provide a full explanation of the purpose of the event including what attendees can expect to experience.

Key Features of Event Programme *

Please identify the key features of the event's programme

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Key Objectives of the Event, and how you will measure them *

Provide a brief bulletpoint summary of the core objectives/goals of the Event, and how you will measure them. For example, what are the key things your attendee will walk away with, extending tourist length of stay, measured through ticket sales, calculate the percentage of attendees outside the host economy

History of the Event

Provide a brief summary of the history of your event inclusive how long it has been going and where the event has taken place, and why you are asking for Major Events Funding.

Event Frequency *

One-Off Annual Biennial Other:

Proposed Event Start Date *

Must be a date and no earlier than 1/7/2023.

Is the Event Ticketed? *

Yes No
Please ensure ticket prices are included in the Event Business Plan

Event Duration *

For how many days will the event run?

Reason for Proposed Event Date(s) *

i.e. Is the event seasonal?

Has the Event been held previously? *

If Yes, please detail where and when.

Past Attendance Numbers *

Must be a whole number (no decimal place).
Please provide anticipated numbers if the Proposed Event is a one-off, or if this is a New Event

Proposed Event Location *

Please name proposed Venue or Public Space

List the partner(s) and/or the stakeholder(s) involved in the event? *

Partners have a vested interest in your event and will work with you (e.g. sponsors, in-kind sponsors/partnerships). Stakeholders are special groups you will communicate with to ensure your event goes well (e.g. media, industry associations, Government

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Organisations, Community Groups). Bulletpoint how are they involved?

Conflict of Interest

Event Producers affiliated in some way to Elected Members or employees of Council can still be considered for grant funding, however any possible conflict of interest (or perception of a conflict of interest) should be noted in the application to the Major Events Fund to ensure any necessary steps can be taken to mitigate this.

Elected members or council employees involved in funding decisions are also required to note any possible conflict of interest (or perception of a conflict of interest), and will not be involved in any assessment or decision-making related to these applications.

Are there any Palmerston North City Council employees or Elected Members associated with your Organisation? *

Yes

No

Please provide their names and nature of their relationship with your Organisation

Strategic Outcomes

Strategic outcomes are integral guiding principles of the Major Events Fund measurement framework and are used in assessing whether to support an event as part of the Major Events portfolio.

Whilst funding will be prioritised for events that strongly align with this framework, the evaluation is weighted towards the strength and appeal of the idea, rather than the comprehensiveness of the application. **Please note that the event does not need to deliver on every factor in the framework in order to be considered for support.**

In the following sections, please briefly identify how the event will champion each factor:

Strategic Goal Alignment

Our City has a vision to make the most of all the benefits of a small city, whilst offering our citizens and the region big city opportunities.

Our goal is for Palmerston North to be recognised for its great quality of life, while at the same time build our reputation as a creative and exciting place to live, work, play and visit.

When thinking about your event, which strategic goals does your event most closely align with Palmerston North City Council. Please choose one.

Which strategic goal(s) does your event align with? *

- An Innovative and Growing City
- A Creative and Exciting City
- A Connected and Safe Community

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- An Eco City
- None

Which PNCC Strategic Goals does your event align with? You can align with more than one. For more information go to <https://www.pncc.govt.nz/Council/Official-documents/Strategic-direction>

Audience Profile and Measurement

Audience profiling ensures that you're meeting the right audience at the right time through the right channels. It will allow you to drive more loyalty, by building targeted and relevant campaigns, and as an event create meaningful experiences for our spectators and attendees.

Audience demographic segmentation

Tell us who you want to attract to your event - ie what groups, customers and potential customers profiles are via traits such as generation, age, gender, income, occupation/hobby etc

Audience Geography

Who will attend your event, where will they come from and in what numbers: Spectators, Participants, Total attendance, Repeat spectators and Unique Attendees

Strategic Criteria: Economic

Our Major Events Fund seeks to support larger scale events that will attract significant participation/attendance from outside Palmerston North and the Manawatū.

These economic benefits have the ability to drive and stimulate benefits into Palmerston North in the form of new expenditure and/or future investment to the region.

Please provide bullet-point details on how your event may drive and stimulate the economy, and how you will measure this.

How will your event contribute to the attracting visitors and capitalise on the accommodation, tourism and add value to Palmerston North as a destination?

Outline the Economic benefits, the Tourism benefits, the Business benefits, and what the Growth Event Drivers are *

What will be the average length of stay and/or visitor nights? How will you calculate this? *

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Estimated daily expenditure per visitor? How will you calculate this?

% of attendees from outside the host region and economy? How will you calculate this?

% of contracts awarded to Palmerston North Companies?

Strategic Criteria: Destination Profile

The Major Events Fund seeks to align with events that contribute to visitor and attendee's experience and showcase what Palmerston North has to offer. Events generate economic and social value for our community, and bring people together to explore Palmerston North's unforgettable experiences.

Please provide details on how the event might contribute towards the following:

- Contributing to the Economy
- Attracting visitors to the region
- Enhancing the profile of the region,
- Fostering community pride in Palmerston North

Examples may include, but are not limited to:

- Improving destination awareness
- Encouraging minimum visitation experiences
- Clear social returns or benefits
- Analytics on social media and traditional media coverage

Outline how your event marketing strategy, event brand and media strategy will increase the level of awareness of Palmerston North as a destination to visit *

What is the expected return on investment (ROI)?

$ROI = [(Total\ Revenue - Total\ Cost\ of\ Event) / Total\ Cost\ of\ Event] \times 100 = ROI\%$

Strategic Criteria: Social Impacts and Social Economics

The Major Events Fund strives to include events that connect with the community and encourage social inclusiveness and accessibility for our diverse communities.

An event that incorporates community engagement can:

- Bring different communities together
- Raise the profile of the area
- Give back to the community

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- Act as a vehicle for change
- Facilitate awareness
- Use volunteers that will take on a challenge, learn new skills and be part of the community.
- Make the event more accessible to new/different sectors of the community

Please provide bullet-point details on how your event will connect to the community and how you will measure these outcomes.

Example may include, but are not limited to:

- The value of volunteer hours expressed in \$,
- Increased opportunities for people to participate,
- Involvement in, engagement with, promotion of, community organisations and/or cultural organisations
- Providing equitable opportunities and outcomes
- Promote and encourage diversity
- Increase volunteer numbers
- Create opportunities for volunteers to upskill

Outline how your Event will connect with Community *

Outline how your event will contribute to community pride?

Outline how your event will contribute to increasing community capacity and social capital?

How will your event impact the social capital of the community? What opportunities are there to meet and interact with event visitors, other residents, other businesses or experts?

Strategic Criteria: Sustainability

The Major Events Fund works towards supporting and encouraging sustainable events.

Sustainable events that contribute towards economic, environmental and social sustainability ensure our events are able to leave a better impact, leave a better operation, make a difference to the running of the event, and mitigate challenges of relying on grant funding.

Please provide bullet-point details on how the event may contribute towards:

- Economic Sustainability,
- Environmental Sustainability and/or
- Social Sustainability.

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Example and measures may include, but are not limited to:

Economic Sustainability:

- Return on investment,
- financial stability beyond the Major Events Fund,
- Buy-in from partners, sponsors and stakeholders,
- diversified revenue streams

Environmental Sustainability:

- Sustainable event design and construction,
- Waste minimisation/Recycle/Zero-to-landfill,
- Public, or transport options
- Environmentally sustainable practices

Social Sustainability:

- Provides equitable opportunities and outcomes for attendance, participation, spectating,
- Promotes and encourages diversity.

Outline how your Event will grow and work towards Economic, Environmental & Social Sustainable Outcomes *

Strategic Criteria: Portfolio Fit

The Major Events Fund seeks to fund Events that enhance outcomes related to the current and future vision of the Major Event portfolio and programme.

The Major Events Fund will support event producers whose event genre and identity enable council to promote and capitalise on:

- Our competitive identity,
- The vision of Palmerston North being an innovate, creative and exciting place to deliver events
- Deliver and maintain a portfolio of events that delivers a balanced strategic event programme.

Please provide bullet-point details on how the event will

- Add to the current and future event programme
- Showcases how Palmerston North is a desirable place for hosting major events
- Illustrate how the event will reflect and grow into an iconic event that is distinctively "Palmy".

Outline how your Event fits and compliments *

Strategic Criteria: Leverage Legacy

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With respect to Leverage and Legacy, the Major Events Fund will encourage events that provide opportunities to leverage partnerships, or leave a legacy which enhances economic, social, cultural or environmental benefits.

Leveraging partnerships may result in:

- attracting new audiences,
- decreasing costs
- boosting brand authority.

Event legacy has resulted in a lasting long term benefit on a regional, national or international scale. This can result from the event itself, or from leveraging activities surrounding it. Benefits may include, but are not limited to:

- Creation of employment
- National or international exposure
- Opportunity for New Zealanders to experience a world class event
- Creating trade or investment opportunities during the event
- Development of infrastructure or facilities
- Fostering of key national and international relationships
- Growth in participation and high achievement in the field with which the event relates

Please provide bullet-point details on how the event can provide opportunities leverage partnerships, or create an event legacy to improve event delivery capability within the City, that provide lasting or long-term benefits to the city beyond the event. Also state how these opportunities will be measured.

Profile, Event Capability & Non-Core Activities *

Funding Sought

Total funding assistance sought from the Major Events Fund *

\$

Must be a whole dollar amount (no cents).

If you are seeking multi-year funding, please enter the total sum of the years here. Multi-Year funding is for a maximum of three (3) years

Amount Requested Year 1

\$

Must be a dollar amount.

What is the amount (in dollars only) of the total requested funds committed in the first year? (max \$30,000)

Amount Requested Year 2

\$

Must be a dollar amount.

What is the amount (in dollars only) of the total requested funds committed in the second year? (max \$30,000)

Amount Requested Year 3

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\$

Must be a dollar amount.

What is the amount (in dollars only) of the total requested funds committed in the third year? (max \$30,000)

How will the Major Events Fund investment be used to fund specific components of the budget, or to help offset the overall cost? *

Other Funding Sources

Please provide details of any other funding sources for the proposed event, including any sources where you have lodged an application for funding and whether or not that funding has been confirmed. Please also disclose any corporate or commercial sponsorship arrangements irrespective of whether the sponsorship arrangement includes direct funding or in-kind support.

Date applied	Who to	How much	Type of Funding Confirmed
		\$	
		\$	
		\$	
		\$	
		\$	
		Must be a dollar amount.	

Required Supporting Documentation

Event Business Plan *

Attach a file:

The Event Business Plan lists the key steps the Event Producer will take to stage a successful event and serves to guide the event towards achieving its objectives and vision. The Event Business Plan should set out and justify the event in a logical framework. The plan should act as a blueprint for the event and is a vital resource for potential investors and funders. The plan may include, but not be limited to, a background and history of the event, its aims and objectives, the event's resourcing requirements, and possible risk factors.

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Event Budget *

Attach a file:

A detailed Event Budget outlining all event expenses and income is an essential part of the application for funding. Budget information should be based on quotes from suppliers the event intends to use. All relevant regulatory costs involved in the event, such as resource consent fees, costs for the preparation of traffic management plans by an approved contractor, building consents etc. must be included. Please note the Major Events Fund will not fund some event-related costs - refer to Funding Exclusions.

Optional Supporting Documentation

These can be submitted at a later date, closer to the event:

Health, Safety & Security Management Plan

Attach a file:

As with other Council supported events, a Health, Safety & Security Management Plan will be required to be sighted and signed off by the relevant Council Officer prior to the event taking place.

All Event Producers have a duty to plan, manage and monitor their event to make sure that workers and the attendees are not exposed to health and safety risks.

The Health, Safety and Security Management plan should detail how the event intends to meet its obligations under the Health and Safety at Work Act 2015 (HSWA) and manage risk of harm to people or damage to property. Risks of injury to workers, members of the public and other people attending events should be eliminated or, if this is not possible, reduced so far as is reasonably practicable. This includes steps to evidence competent contractors are engaged, and that contractors, workers and volunteers have received adequate instruction, training and supervision. The document should cover all hazards and risks associated with the Event, including Traffic Management, Food and Alcohol, Sun Protection, Smoking, and Medical. It should also include your crowded places security audit and crowd management plan

Environmental Sustainability Plan

Attach a file:

Environmental protection has become increasingly important to the public and event organisers and owners. Event attendees and participants are very aware of the potential for major events to cause adverse environmental impacts such as pollution, damage to

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ecosystems and waste. Operating an event in a sustainable manner with an environmental focus is no longer considered as an optional activity or a "nice to have" — it's a must.

The Environmental Sustainability Plan should set out the rationale for the Event's objectives, and determine the actions to reduce the environmental impacts of the event. Ideally it should include:

- An overview of the identified environmental impacts the event is likely to have
- A clearly defined scope of the environmental impacts that will and won't be included in the plan
- Aims and Objectives - ideally there would be an objective for each chosen focus area (eg, waste, transport, energy etc.)
- Measurable Performance Indicators against which success can be measured eg. 60% of waste diverted from landfill
- Details of stakeholders who will be involved in ensuring the plan is delivered
- Identified risks and how these will be managed within the timelines.

Event Marketing & Communications Plan

Attach a file:

The Event Marketing & Communications Plan should outline all communications and marketing objectives, including intended promotional and marketing activity, media strategy, internal and external stakeholder communications activity, as well as a crisis management plan. The plan should include implementation dates and details. The Event Marketing & Communications plan will help the panel to assess if the event will be able to attract the target audience.

Supplementary Documentation

Attach a file:

A maximum of 3 files may be attached.

Please upload any other documents or items of reference you consider pertinent to your application e.g. previous economic impact report

Declaration

You must agree to the below statements before submitting your application: *

- I have authority to commit to the following conditions on behalf of the applicant group.
- I understand that we cannot receive further funds from Palmerston North City Council for the same project if this application is successful.
- I understand that the Palmerston North City Council is bound by the Local Government Official Information and Meetings Act 1987.
- I consent to Palmerston North City Council recording the details provided in this application and retaining and using these details for considering the application.
- I have obtained the consent of all people involved to provide any personal contact details in this application. I understand that I have the right to access this information. This consent is given in accordance with the Privacy Act 1993.
- I authorise Palmerston North City Council to seek such information as they may require to complete the consideration of this application.
- I declare that the information provided in this application is correct and true to the best of my knowledge.

Major Events Fund 2024/2025

Form Preview

At least 7 choices must be selected.

Name *

First Name

Last Name

Position in Organisation *