

## Event Sponsorship Scheme Application Form 2018/19

### PLEASE NOTE

Applications close 12.00 pm (noon), Friday 2 November 2018. The Finance/Performance Committee will consider the applications at its meeting on 29 November 2018.

### PURPOSE

The purpose of the Events Sponsorship Scheme is to support events in Rangitikei District that help to develop community cohesion and reinforce economic growth.

### DEFINITIONS FOR THE PURPOSES OF THIS FUNDING SCHEME

Events: events of a celebratory, educational, competitive, commemorative or exhibitiv nature that are distinctly defined, occur for a limited time and may be repeated on a cyclical basis (e.g. annually) but are not regularly scheduled (e.g. regular organised Saturday sport).

High profile events: events which:

- a) provide a regional/national profile and attract a significant number of visitors to the District; and
- b) provide an opportunity to showcase the District.

Community events: events which:

- a) are locally significant and/or of special interest to local people; and
- b) enhance community well-being.

High profile community events: events which:

- a) provide a regional/national profile and attract a significant number of visitors to the District; and
- b) provide an opportunity to showcase the District, and
- c) are locally significant and/or of special interest to local people; and
- d) enhance community well-being.

Please complete this application form in conjunction with the associated notes.

**CLOSING DATE FOR APPLICATIONS: 12.00 pm (noon) Friday 2 November 2018. Late applications will NOT be considered.**

**All sponsorship applications are copied into the Finance/Performance Committee Order Paper and are therefore available to the general public.**

### SEND YOUR APPLICATION TO:

Postal address: Grants Administrator, Rangitikei District Council,  
Private Bag 1102, Marton 4741

Hand deliver to: Rangitikei District Council Office, 46 High Street, Marton; or  
Taihape Service Centre, Town Hall, Hautapu Street, Taihape

Email: [info@rangitikei.govt.nz](mailto:info@rangitikei.govt.nz)

**Applicant eligibility criteria:**

Applicant must be able to meet all the criteria stipulated in the guidelines.

Applicant/organisation must be:

- Incorporated Society (certificate or documentation of proof must be supplied);
- Trust or Association (please supply documentation);
- Unincorporated community group
- Umbrella organisation with local branches.

It is expected that the 'umbrella organisation' will have an interest in the project for which funding is being sought.

Council is unable to issue funds directly to individual recipients.

**1. APPLICANT DETAILS**

Full Name of Organisation:

Street address:

Postal address:

Post Code:

Contact 1 Name

Telephone (day)

Email:

Contact 2 Name

Telephone (day):

Email:

**Legal Status** (*see Applicant eligibility criteria*)

Is your organisation acting as an Umbrella Organisation?  Yes  No

Is your organisation GST registered?  Yes  No

If so, please provide your GST Number:

Bank account:

## **2. WHAT ARE THE OBJECTIVES OF YOUR ORGANISATION?**

### **3. THE EVENT:**

3.1 What is the name of your event?

3.2 When will it take place?

3.3 Where will it take place?

3.4 What type of event are you planning?

- One-off event
- New event that will become a regular event (e.g. annually or bi-annually)
- An event that is becoming established as a regular event (but has not yet been held 5 times)
- An established, regular event (that has been held more than 5 times)

Please tick the **ONE** box that ***best*** describes your project. (*See Event Sponsorship Scheme definitions*)

- High profile event
- Community event
- High profile, community event

### **Event eligibility criteria**

#### Eligible events must:

- Take place within Rangitikei
- Not have started before an application for event sponsorship is approved by the Committee
- Not apply for funding from the Events Sponsorship Scheme more than once in any financial year
- Not have been financially supported by the ratepayers of the Rangitikei District Council through some other means for the same event in the same financial year, i.e. through the Community Initiatives Fund, Community Boards/Committees, Annual Plan etc.
- Provide a detailed and realistic marketing and / or promotional plan
- Provide a realistic and balanced budget
- Be able to contribute a significant proportion to the cost of the project

#### Ineligible events:

- Annual General Meetings;
- Events that have no economic or community benefit to Rangitikei;
- Events solely run for commercial purposes;
- Events promoting religion or political purposes;
- Regularly scheduled (for example Saturday morning sport).

### **Funding Guide**

Council sponsorship of ANY event will not exceed 50% of eligible costs.

#### Eligible costs:

- Event production costs such as signage, advertising, and promotional material
- Venue hire
- Seeding of events – seed funding is a grant to enable the event to develop to a stage where it can become self-funding

#### Ineligible costs:

- Facility development or funding for capital works (i.e. the cost of buildings or items necessary to operate the facility)
- Elimination of an accumulated debt or debt servicing
- Bridging loans
- Ongoing administration costs that are not related to a specific event
- Salaries for ongoing administration and services
- Food and beverage costs
- Travel costs
- Feasibility studies
- Retrospective project costs

**3.5 Describe your event in full:**

*Attach additional sheets if you need to*

### **3.6 How many people do you expect to attend your event?**

Resident in Rangitikei District?

Visitors from neighbouring Districts<sup>1</sup>?

Visitors from the rest of New Zealand?

Overseas visitors?

Total

#### ***Accountability Reports***

*If your application for sponsorship is successful, then you will need to report back to Council on the outcomes of your event.*

*For all events this will include estimating how many people attended your event and their place of origin.*

*If you are applying for sponsorship under the “high profile” or “high profile, community” categories, Council will help you assess the economic impact of your event using retail data available from MarketView Research.*

*Council will use its annual residents’ survey to test community views on its sponsored events.*

*Council will also seek your feedback on what worked well for your event and what could be improved.*

#### ***Promoting Rangitikei District Council’s support:***

*The support of the Rangitikei District Council must be acknowledged on all publicity material. Logos may be obtained from the Council Administrator. Signs and banners promoting the Council’s support are also available from the Council Administrator. It is expected that this signage will be displayed at your event. It is the applicant’s responsibility to take charge of these items and return them intact and undamaged within 3 days on conclusion of the event.*

### **3.7 How will the event be promoted?**

### **3.8 How will you acknowledge the sponsorship provided by Rangitikei District Council?**

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#### **4.2 Income for the event**

Outline how the costs of the event will be met:

Item	Amount	
Donated material	\$	
Cash in hand towards project	\$	
Intended fundraising (provide an estimate)	\$	
Ticket sales	\$	
<b>Other sponsorship/grants (please specify source/s below)</b>		
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
<b>Total funds available (GST inclusive / exclusive. Please delete one)</b>	\$	

**Amount of sponsorship you are requesting from Rangitikei District Council: \$**

**4.3 Has your group received funding from the Rangitikei District Council in the last 5 years?** If yes, please list all grants made below.

Event/Project/Activity	Amount	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	



**4.4 Please name two referees for your organisation and your event**

Name:

Telephone (day):

Name:

Telephone (day):

**5. DECLARATION**

I declare that the information supplied here is correct.

Name:

Signature:

Position in organisation:

Date:

Please tick here if you would like to speak with the Committee about your event. The Committee will meet on 29 November 2018. The Grants Administrator will contact you with more details.

## EXPECTATIONS OF COUNCIL FROM SPONSORSHIP ARRANGEMENTS

High profile events: Council expects an economic impact for the District from high profile events in terms of increased spending at local retailers or tourism outlets from a large influx of visitors from outside the District, either as day visitors or overnight visitors. Council expects such events to generate income from participants (through for example, ticket sales or sale of goods) and from other sponsorship arrangements. If high profile events are recurring, then Council expects them to become increasingly self-funding over a maximum of five years. Its sponsorship of recurring events is not guaranteed but will certainly decrease over time.

Community events: Council recognises that there are community events, such as the Christmas Parades, that are important to Rangitikei's community life and well-being but where there would not be a large influx of visitors from outside the District. Such events **may** generate income from participants (through for example, ticket sales or sale of goods) and from other sponsorship arrangements. If these events are recurring community events, then Council expects them to demonstrate continuing community support through maintaining or increasing the number of people who take part in them.

High Profile Community events: Council expects that these events are likely to attract large numbers of visitors from outside the District and also be important community events for local people. Council is expecting both an economic impact for the District in terms of increased spending at local retailers or tourism outlets and increasing participation from people, particularly local people. These events may generate income from other sponsorship arrangements or from fees charged to, for example, stall holders, but generally would be free to the general public.

## EXAMPLE OF ELIGIBLE PROJECT COSTS

'Eligible project costs' means any expenses that the sponsorship scheme will support, according to the eligibility criteria, ignoring those costs which are ineligible.

### Example – Expenditure Budget – Festival 'X'

Item	Amount	
Equipment hire*	\$	3,000.00
Venue hire*	\$	2,500.00
Catering (VIP's)	\$	500.00
Professional services	\$	4,000.00
Training*	\$	500.00
Advertising*	\$	2,000.00
Prize money*	\$	1,000.00
T-Shirts (branded)*	\$	250.00
Total Cost (GST inclusive / <del>exclusive</del> . Please delete one)	\$	13,750.00

### \* Eligible projects/activities

Festival 'X' costs \$13,750 of which \$9,250 is for eligible project costs. Therefore the **maximum** sponsorship from Council will be \$4,625.