

Events Support Scheme

EVENT ASSESSMENT GUIDELINES



At a minimum, all events receiving support from Council must:

- Build a sense of community or regional pride
- Strive to be self-sustainable in the future
- Demonstrate a good fit with the existing events calendar by way of date, location and type
- Take advantage of existing built infrastructure and/or the natural Rangitikei landscapes/environment

Other areas considered important in RDC's guiding principles include:

- Empower and enable the community
- Provide opportunities for local businesses and organisations
- Increase awareness and knowledge of the value events bring to the Rangitikei
- Commit to reasonable environmental sustainable practices
- Be accessible and inclusive, considering the views of all ages, cultures, abilities and socioeconomic groups

The below guidelines will be used to determine how well the events align with the Rangitikei District Councils Event Support Scheme:

- Creates an increase in local spend in the district
- Creates an increase in day visitors to the district
- Creates an increase of overnight visitors to the district
- Creates an increase in positive awareness of the district
- Adds strength to RDC's brand positioning
- Pitches stories of the event to media
- Uses a venue that is under-utilised or has recently been invested in
- Uses and promotes existing natural landscapes in the Rangitikei
- Provides experiences or opportunities that are not already available in the region
- If repeat: Event is well reported on and in a timely manner- media links and photos encouraged.
- If new: event plans for timely reporting
- If ticketed, a reasonable cost and delivers value for money for Rangitikei residents

10-11 Very high alignment	7-9 High alignment	4-6 Average alignment	0-3 Poor alignment
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Funding can be financial, In-kind (at value) or Reciprocal

Event Type	Poor	Average	High	Very High
Community	N/A	\$500-\$1500	\$1500-\$3000	\$2500-\$3500
Regional	N/A	\$1000-\$2500	\$2500-\$4000	\$3500-\$5000
Large	N/A	\$1500-\$3500	\$3500-\$5000	\$4500-\$10000