

Major Event Fund Application Form

Please make sure that you have read and agree to the terms and conditions of this fund before starting this application. Please complete all questions below.

When submitting the below application form you will also need to include the following supporting documentation:

- 1) **Event budget**
- 2) **Event marketing plan**
- 3) **Event business plan**
- 4) **Indication of timeline and consequent implementation of planning for: Event Health & Safety, Risk Management and COVID-19 Event Sector Voluntary Code.**

1. Organisation Information & Relevant Experience

Organisation name	
Type of organisation (e.g. charity, company)	
Organisation registration number (if applicable)	
GST number	
Organisation website	

Please detail prior major event delivery experience of the organisation	
Please list prior major event experience of the event organiser	
Please provide two references for previous events	
Please list all key event organisers involved in the management and planning of this event	

2. Key Contact Information

Full name	
Role	
Phone Number	
Cell Phone Number	
Email	
Postal Address	
Physical Address (if different from postal)	
Alternative contact full name	
Alternative contact phone number	
Alternative contact email	

3. Event Information

Event name	
Event genre (e.g. Sport, Cultural, Arts, Other – please specify)	
Current event status (new or existing) If existing, please explain when and where it was previously held and how many people attended.	
Event frequency (e.g. Annual, biennial, one-off)	
Event concept (the “elevator pitch” for the event, including what attendees can expect to experience – 200 word limit)	

Proposed event start/finish dates and times	
Duration (how many hours/days will the event run for)	
Reason for the selected dates (i.e. is the event seasonal, are you avoiding clashes with other Regional and/or Major Events)	
Proposed event location and venue/s	
Will the event, or any component of the event, be held in any other location this year, or in future years? (If yes, please explain when and where)	
Audience profile (who will attend the event, who is your primary target market and why)	

4. Economic Impact and Value

How you intend to evaluate the event? Please explain how you will gather the attendee information required for reporting including the number of attendees at your event, where they are from, average spend per person, if they stayed in Kāpiti, Net Promoter Scores	
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How many people do you expect will attend your event and where will they be from?

	Kāpiti	Wellington Region	National	International
Attendees/Spectators				
Participants/Competitors				
Exhibitors				
Crew, staff, volunteers, media, sponsors, officials etc.				

5. Promotion & Attracting Attendees

<p>Please explain how you intend to market the event locally, nationally and internationally (where appropriate) and through which media channels (e.g., radio, print, social media).</p>	
<p>What is the proposed timing for when the event will be in market and promoted?</p>	
<p>Will your event attract national media coverage? If so, please detail which markets and what has been secured to date.</p>	

6. Funding

<p>What funding or sponsorship has been secured for the event and from what sources? Please indicate funding source and if the funding is secured or pending</p>	
<p>Does the event have the potential to be self-sustaining in future years? If yes, how will this be achieved?</p>	
<p>Will the event still proceed if funding is not received from Kāpiti Coast District Council?</p>	
<p>Has Kāpiti Coast District Council supported your event in the past, if so, when and to what value annually?</p>	
<p>Is your event ticketed? If so, please specify ticket prices and categories</p>	

How much funding are you seeking from the Kāpiti Coast District Council Major Events Fund and what will the funding be used for if successful?

Event Year	Funding sought	Allocated towards
	\$	

7. Alignment with Kāpiti Coast District Council Economic Development Strategy and Implementation Plan 2020 actions and outcomes

What is your plan to drive domestic visitation to Kāpiti Coast? (200-word limit)	
What measures will be taken to enhance the profile of the region? (200-word limit)	
How will your event showcase or provide opportunities to key sectors in the Kāpiti region? (200-word limit)	
How does your event plan to execute environmentally sustainable practices? Including waste minimization (200-word limit)	
What leverage opportunities are available to Kāpiti Coast District Council? (200-word limit)	

8. COVID-19 Planning

What are your plans for delivering your event within the current COVID-19 Alert Level system and how will delivery be affected if Alert Levels were to change?	
What are the significant timelines that would impact the planning or delivery of your event?	

(i.e. at which points would an Alert Level change require changes, postponement or cancellation)	
What steps will you take to implement the Events Sector Voluntary Code for your event?	

9. Summary

Why do you think Kāpiti Coast District Council should invest in your event? (200-word limit)	
How do you think Kāpiti Coast District Council could add value to your event? (200-word limit)	

10. Declaration

- Y/N** I confirm that I/we have read and accept the terms and conditions of the fund outlined in the Major Events Fund Guidelines.
- Y/N** I understand that I will need to submit a Temporary Event Form to Council if I/we deliver this event regardless of the outcome of this funding application
- Y/N** I confirm that I/we have (or will obtain prior to the event) \$5million Public Liability Insurance coverage for the event.
- Y/N** I confirm that I/we will have an event-specific Health and Safety Plan prior to the event date which complies with the requirements of the Health & Safety at Work Act, all approved AUS/NZ standards and generally complies with all Health & Safety legislation, regulations and by laws relevant for this purpose. This Plan will remain in force for the duration of our event and will not be amended or cancelled during this time. I/we confirm the following requirements will be part of the Plan:
- A system is in place for the risk assessment, identification and control of hazards
 - Risk assessment control measures for hazards are reviewed at intervals appropriate to the running of the event
 - Health & Safety responsibilities are assigned to designated staff, that is, all those who work on the event, including volunteers
 - Organisation representatives have inspected the event location to ensure that the venue is as safe as reasonably practicable from causing harm to participants and attendees
 - An Accident and Hazard Register is kept on site
 - An emergency plan designed for our event is in place for dealing with a variety of emergencies
 - A Health & Safety briefing will be carried out with staff (including volunteers) prior to each session of the event and documented
 - All staff working at the event location have the necessary knowledge, skills and training to perform their job adequately, or they will be adequately supervised by a suitably experienced person
 - A system is in place to ensure the public is not endangered by activities carried out at the event venue

Signed: _____ Date: _____

Name: _____

On completion of this application form please save a copy and send it to events@kapiticoast.govt.nz along with the following supporting documentation

- 1) Event budget
 - 2) Event marketing plan
 - 3) Event business plan
 - 4) Indication of timeline and consequent implementation of planning for: Event Health & Safety, Risk Management and COVID-19 Event Sector Voluntary Code.
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Contact Us

Send or deliver this form to:

Major Events Fund

Kāpiti Coast District Council

175 Rimu Road, Paraparaumu 5032

Private Bag 60601, Paraparaumu 5254

Email: events@kapiticoast.govt.nz

For all enquiries phone:

04 296 4700 or 0800 486 486