

# Major Events Fund

## Frequently Asked Questions

### Before preparing an application

Before you start an application, please ensure you have read and understood:

- Christchurch Major Events Strategy 2021
- Criteria of the Major Events Fund

### What do I need for my application?

As part of the Expression of Interest, you will be asked to consider your event against the criteria of the Major Events Fund and the Major Events Strategy, event details, expected attendee numbers, funding sources.

If invited to apply to the Major Events Fund, we will require significantly more detail: breakdown of attendee numbers, media exposure, Mana Whenua collaboration etc.

We also require the following supporting documentation:

- Event budget
- Supporting letters (if applicable)
- Indication of timeline and implementation of Event Health & Safety, Risk Management and Event Sector Voluntary Code planning, Event Marketing Plan, Event Business Plan

### How can I make an application to the fund?

You will find the link to the Major Events Expression of Interest Form online at [christchurchnz.com](http://christchurchnz.com)

Should your Expression of Interest be successful, and you are invited to apply for the Major Events Fund, we will send you the link for this application directly.

### Can I make multiple applications?

You can complete the Expression of Interest form as many times as you wish for different events however, each event must be on a new form. Please contact us **before** completing a second submission, by emailing [major.events@christchurchnz.com](mailto:major.events@christchurchnz.com)

### When will I hear about the status of my application?

Applicants will typically be advised whether the Expression of Interest has been approved or declined within two weeks of submission. Those invited to apply for the Major Events Fund, will typically be advised within 6 weeks of their submission.

### What qualifies as a major event?

A major event is something that delivers economic, social and cultural benefits to Christchurch; attracts significant domestic and international visitation; generates national or international media coverage and expresses the city brand narrative.

### What if I don't fit the major events fund criteria?

Event funding opportunities may be available through other contestable funds including the Christchurch City Council Events & Festivals Fund or another suitable fund if you are not eligible for the Major Events Fund.

### I have a great event idea, but I don't know how to deliver it?

We assess applications based on the principle that you have an event delivery plan in place and a suitably qualified event producer.

### Can I get multiyear funding for my event?

Applications for multiyear funding can be submitted and will be assessed on a case-by-case basis, subject to funding available.

### How much money can I ask for?

There is no limit on how much you can ask for however the financial stability of an event is considered as part of the application review process; with the percentage of funding you seek being less than 25% of the total event budget.

### How will my application be assessed?

The Expression of Interest process will primarily assess an event against the core criteria of the Major Events Fund. Those that meet the criteria will be invited to apply for the Major Events Fund. The information provided in this application will be shared internally at ChristchurchNZ, and with the Major Events City Partners Group which supports decision-making. These parties are aware of the need to keep applicant information confidential.

### What does a portfolio approach mean?

A portfolio approach focuses less on the stand-alone outcomes of individual events and more on how the outcomes combine with those of other events and activity. The outcomes will be assessed across the year and ensure that a balance of genre, reach and seasonality is included.

### What is leverage and legacy?

Leverage and legacy are the broader, longer-lasting national and local benefits that are set in motion during the initial planning then realised through an event.

### Leverage

Activities outside the normal running of an event that result in one-off or longer-term benefits that either increase or are in addition to the benefits that naturally arise from the event itself.

### Legacy

Lasting, long-term benefits on a regional or national scale, that result either from the event itself or from the leverage activities surrounding it