

Major Events Fund Frequently Asked Questions

Before preparing an application

Before you make an application we strongly encourage you to read ChristchurchNZ's Major Events Strategy 2018 and the Major Events Fund Guide. This can be found on christchurchnz.org.nz under the publications tab. You will be asked if you agree to the terms and conditions included in the guide before you begin your application.

What do I need for my application?

As part of your application you will be asked to include your budget (expenditure and funding sources), event date, expected attendee numbers, planned marketing activity and how your event aligns with ChristchurchNZ's Major Events Strategy. You will also have the opportunity to provide files to illustrate your application – for example a proposed event programme plan, draft marketing and communications plan or a budget summary. The more information you can provide to support your application the better.

How can I make an application to the fund?

You will find the Major Events Fund Application Form online at christchurchnz.org.nz

Can I make multiple applications?

You can complete the application form as many times as you wish for different events however, each event must be on a new application form.

When will I hear about the status of my application?

For the timeline of the Major Events Fund process please refer to the Fund Guidelines available online at christchurchnz.org.nz.

What qualifies as a major event?

A major event is something that generates economic, social and cultural benefits to Christchurch. Attracts significant domestic and international visitation, generate national or international media coverage and expresses Christchurch's 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 Councils 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 events delivery plan in place. If you need support to deliver your event we recommend you engage a professional event organiser or company to devise a plan before making a submission.

Can I get support for event feasibility studies?

ChristchurchNZ will consider investment into completing a detailed event feasibility assessment to determine whether an event could be successfully held.

Can I get multiyear funding for my event?

At this stage ChristchurchNZ are unable to invest into multiyear funding agreements. This will be reconsidered in due course.

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.

What does a portfolio approach mean?

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