

Major Events Fund Application form

Application Requirements

Please make sure that you have read and agree to the terms and conditions of this fund before starting this application

1. Organisation Information

Organisation name

Type of organisation (eg: charity, company)

Organisation registration number (if applicable)

GST number

Email address

Organisation website

Previous experience of holding events

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

Name of the event

Event frequency (eg: annual, biennial)

Event concept (full explanation)

Proposed event start and finish dates

Duration

Reason for selected timing?

Will the event be held in any other location this year?

If yes, please explain when and where?

Has the event been held previously?

If yes, please explain when and where?

Location and venues

Programme features

Audience profile

Past attendance

4. Aims and Objectives

Reasons for holding the event

Outcomes sought

Social, cultural and economic goals

Attendance estimates

5. Assistance Requested

Financial assistance sought from ChristchurchNZ

Other assistance sought from ChristchurchNZ

6. Economic Impact and Value

Attendance from Christchurch	Number of attendees
Spectators	
Participants/Competitors	
Exhibitors	
Officials & Volunteers	
Media	
Delegates	
Support Staff	

Visitation From The Rest of NZ	Number of attendees
Spectators	
Participants/Competitors	
Exhibitors	
Officials & Volunteers	
Media	
Delegates	
Support Staff	

Average Length of Stay	Length (eg: x nights)
Spectators	
Participants/Competitors	
Exhibitors	
Officials & Volunteers	
Media	
Delegates	
Support Staff	

Visitation from The Rest of the World	Number of attendees
Spectators	
Participants/Competitors	
Exhibitors	
Officials & Volunteers	
Media	
Delegates	
Support Staff	

Average Length of Stay	Length (e.g: x nights)
Spectators	
Participants/Competitors	
Exhibitors	
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Please explain how you calculated these figures (both international & domestic) and provide any supporting evidence

Estimated expenditure by participants & spectators	Average spend per person (daily)
Local	
National	
International	

Outline how you intend to evaluate the event?

7. Media Exposure

Explain how you intend to market the event, including total estimated marketing spend?

Will your event attract television media coverage? If so, please detail which markets?

How much media profile do you intend for your event to generate and through which media channels locally, nationally and internationally? (eg: Radio, Newspaper, Social Media)

8. Finance

What total funding have you sourced for the projected income outside of ChristchurchNZ investment?

Explain where this funding and or income has come from?

Will the event still proceed if investment was not given from ChristchurchNZ?

How would funding from ChristchurchNZ be used to achieve greater return for Christchurch?

Has ChristchurchNZ supported your event in the past, if so how long and to what value annually?

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Proposed income and expenditure budget for the event

Income	Amount NZD (GST exclusive)
Total Income	\$

Expenditure	Amount NZD (GST exclusive)
Total Expenditure	\$

Is your event a ticketed event? if so, please specify ticket prices in addition to the budget

What leverage opportunities are available to ChristchurchNZ?

What if you intend to run the event in future years, what is your long-term financial goal for the event in becoming financially self-sustainable? Please detail your plan

Do you have appropriate insurances required for the event – Public Liability / Product Liability

9. Alignment with ChristchurchNZ's strategy, goals and objectives

What is your plan to drive visitation to Christchurch City?

How does your event align with The Story of Christchurch?

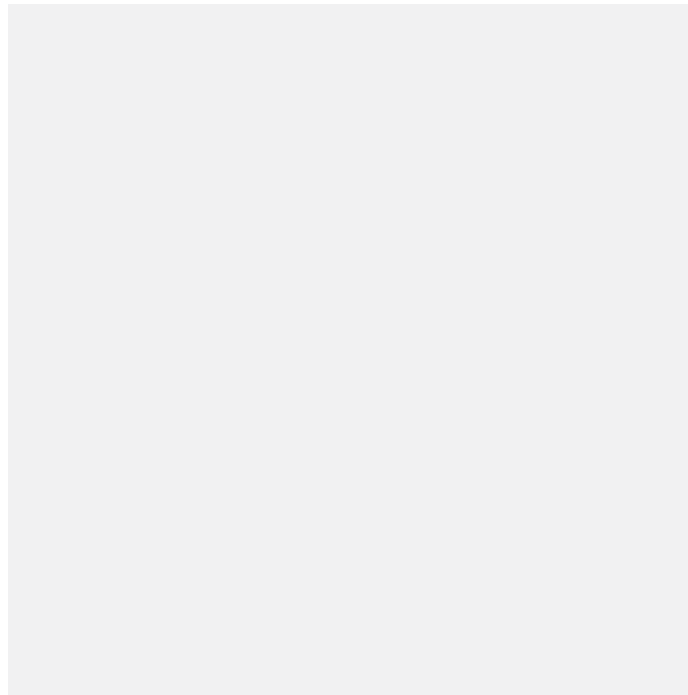
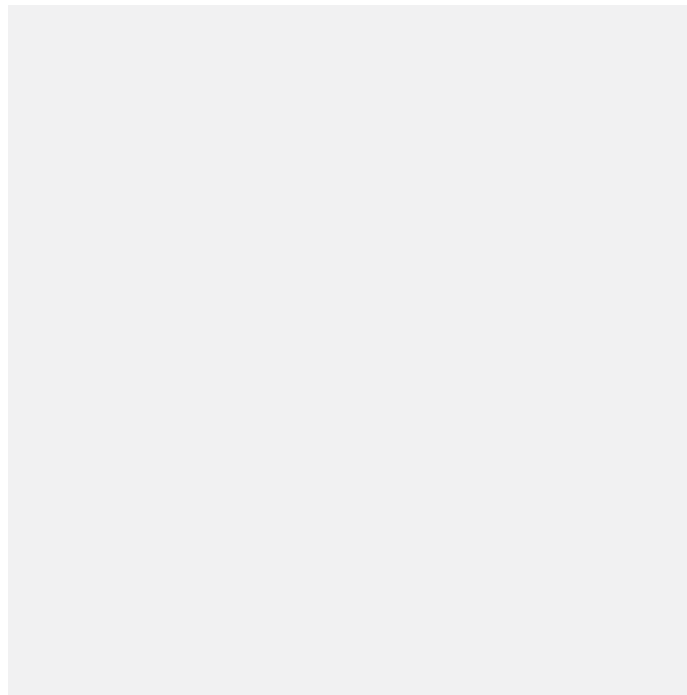
How does your event plan to execute environmentally sustainable practices?

ChristchurchNZ seeks to promote certain key economic sectors through the major events portfolio (business, food & beverage etc). Please provide any ways that your event can further promote or provide opportunities to develop or showcase any of these sectors

10. Summary

Why do you think ChristchurchNZ should invest in your event?

How do you think ChristchurchNZ could add value to your event?



Signature:

I confirm that I/we have read and accept the terms and conditions of the fund outlined in the Major Events Fund Guidelines.

On completion of this application form please save a copy and send it to major.events@christchurchnz.com along with any supporting documentation required.

Contact Us

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ChristchurchNZ.org.nz