**BLOOM 2021**

**Expressions of Interest (EOI)**

Please make sure that you have read the terms and conditions of the BLOOM programme before starting this application, [available on the ChristchurchNZ website](https://christchurchnz.com/explore/whats-on/bloom/expressions-of-interest). If you are seeking promotion in the BLOOM Major Events programme please complete the below EOI form.

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

1. **High level overview of marketing plan**

Please complete all questions below.

# Organisation Information

**Organisation name:**

**Organisation website:**

# 2. Key Contact Information

**Full name:**

**Role:**

**Phone Number:**

**Cell Phone Number:**

**Email:**

**Alternative contact full name:**

**Alternative contact phone number:**

**Alternative contact email:**

# Event Information

**Name of the event:**

**Event genre (e.g. Sport, Cultural, Arts, Other – please specify):**

**Event frequency (e.g. Annual, biennial, one-off):**

**Event concept (explanation required, including what attendees can expect to experience at the event):** *(200-word limit)*

**Proposed event start/finish dates:**

**Proposed event location and venue/s: (Preference of central city location)**

**Programme features:**

**Audience profile (who will attend the event, what’s your primary target market and why):**

**Past attendance numbers (please list events in chronological order with the most recent first):**

# Aims and Objectives

**Event vision:** *(200-word limit)*

**Reasons for holding the event:** *(200-word limit)*

**Outcomes sought:** *(200-word limit)*

# Economic Impact and Value

|  |  |
| --- | --- |
| **Attendance from Christchurch** | **Number of attendees** |
| **Spectators** |  |
| **Participants/Competitors** |  |
| **Exhibitors** |  |
| **Media** |  |
| **TOTAL** |  |

|  |  |  |
| --- | --- | --- |
| **Domestic Visitation from The Rest of NZ** | **Number of attendees** | **Average length of stay (e.g. x nights)** |
| **Spectators** |  |  |
| **Participants/Competitors** |  |  |
| **Exhibitors** |  |  |
| **Media** |  |  |
| **Support Staff** |  |  |
| **TOTAL** |  |  |

**Please outline how you intend to evaluate the event:**

# Media Exposure

**Please explain how you intend to market the event locally and nationally (where appropriate).**

**Please provide your event marketing overview.**

# Alignment with BLOOM strategy, goals and objectives

**How does your event align with the BLOOM Objectives?** *(200-word limit)*

* Improve perception of Christchurch as a vibrant city to live and visit during Spring
* Increase spring visitation to the city
* Increase BLOOM brand equity and Spring advocacy

#  COVID-19 Outbreak

The outbreak of COVID-19 has, and will have, significant economic impacts on our country and city with many events and event organisers already being affected. Under the COVID-19 Alert Level system, the risk of exposure to COVID-19 and transmission in the community remains.

**Please clearly identify any significant timelines that would impact the planning or delivery of your event.**

# Summary

**Why do you think your event should be supported in the BLOOM programme?** *(200-word limit)*

**Y/N I confirm that I/we have read and accept the terms and conditions in the BLOOM Expression of Interest Information Pack**

Signature:

|  |
| --- |
|  |

**On completion of this application form please save a copy and send it to** **major.events@christchurchnz.com** **along with the following supporting document:**

* High level Event marketing overview (inclusive of media coverage anticipated??????)

# Contact Us

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**Phone: +64 3 379 9629**