

Events Sponsorship Application Form

Applications open 20 May and close 24 June 2016

Before completing this application, please ensure you have read the 'Events Sponsorship Guidelines' on Council's website - <http://www.tweed.nsw.gov.au/FestivalsEventsAndFilming>

Funding Round	Round Opens	Round Closes	Eligible Event Dates
Event Sponsorship (includes Community, Developmental and Major)	20 May 2016	24 June 2016	1 August 2016 to 31 July 2017

Applications received after the closing date will be deemed ineligible and not be considered.

For Community and Developmental events all Sections, except Section E are to be completed.
For Major events ALL Sections are to be completed.

Applications are to be submitted by close of business on 24 June 2016 and are accepted by:

Post: Tweed Shire Council, PO Box 816, Murwillumbah NSW 2484
In person: Council offices – Murwillumbah or Tweed Heads
Email: tsc@tweed.nsw.gov.au

For further assistance with making an application, please contact the Events Officer on 02 6670 2735 or email tsc@tweed.nsw.gov.au.

Important Notice:

Notification of funds available for distribution cannot be formally confirmed until the adoption of the 2016/2017 Budget.

SECTION A: APPLICANT DETAILS

A1. Contact Details

Name of Organisation or Association or Business	<input type="text"/>		
Postal Address	<input type="text"/>		
Contact person	<input type="text"/>	Position	<input type="text"/>
Telephone	<input type="text"/>	Mobile	<input type="text"/>
Email	<input type="text"/>	Website	<input type="text"/>
Are you a not-for-profit organisation?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
ABN:	<input type="text"/>		
Is the organisation/association incorporated?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Incorporation No. <input type="text"/>

If it is not incorporated the event will need a sponsor. A sponsor is a legally incorporated body accepting legal and financial responsibility for the event. If no, please enclose letter of consent from the sponsor organisation.

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SECTION B: EVENT INFORMATION

B1. Event Details

Name of event

Date/s of event Venue

Location

Event Insurer Policy Number

Please attach a copy of the Certificate of Currency

Is this event a new event? Yes No

Event Frequency Annual Other

How many people do you expect at your event?

How did you estimate this number?

How will the event increase the profile of the town/village/Council at a local level?

Which theme(s) does the event meet in the Tweed Shire Events Strategy 2016-2020?

Sport Food Music Arts/Culture Environment Community

Which theme(s) does the event meet in the Tweed Shire Council Community Strategic Plan 2013/2023:

Civic Leadership Supporting Community Life Strengthening the Economy
 Caring for the Environment

In response to the theme(s) selected above, how will the project deliver benefits to the Tweed Shire community?

Note: If your event is unable to meet the eligibility or selection criteria as outlined in the Events Sponsorship Guidelines, or is unable to meet the identified themes above, you are not eligible to apply for funding and should consider other funding sources.

B2. Description of the Event

It is the event organisers responsibility to be aware of Council's minimum processing periods for any applications in association with their event.

State the aims and objectives of the event:

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Provide evidence of the capability of the organisation or association or business to plan, manage and deliver the event:

List or attach the proposed event activities, schedule or program:

What are the long term plans for the event?

How will the funds be used to grow the event, and introduce new elements into the future?

What community organisations will be involved? Outline the nature and extent of their participation in and/or support of, the event:

Outline the sustainable practices for the event, eg. waste wise, environmental impacts and management of accessibility issues

SECTION C: NATURE OF FUNDING REQUESTED

C1. Funding (cash)

Level of funding requested * Refer Event Sponsorship Guidelines for maximum funding amounts

Does your event rely solely on funding from Council? Yes No

Please provide a breakdown of how the funding will be used:

Amount	Short description of funding use

Is this the first time funding has been requested for this event? Yes No

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If no, what financial support has been given to your organisation/association/business by Council over the last three years?

Amount	Date	Purpose of which funds put

Has the organisation/association satisfactorily acquitted all previous Council grants? Yes No

Will the event be able to provide a certified Profit and Loss Statement within three months of the event being held? Yes No

If no, what detail can be provided, eg. minutes of meeting outlining income and expenditure:

Has your organisation/association made application for financial assistance from other bodies for this project? Yes No

If yes, please complete the table below:

Funding Body	Date Application Lodged	Amount Sought	Amount Granted

Will this be a request for recurring/multi-year funding? Yes No

If yes, please attach a Business Plan for the next three years with projected budgets and objectives. Annual reporting will be required to meet the conditions for funding each year of the agreement. To qualify for multi-year funding the event must have previously received one-off annual funding from Council within the last two financial years. **Please note:** Maximum agreement term three years.

C2. Funding (in-kind)

Is the event likely to require in-kind support from Council? Yes No

If yes, provide details:

Note: in-kind support may be costed and incorporated into your application

Is this the first time in-kind support has been requested for this event? Yes No

If no, what in-kind support has been given to your organisation/association/business by Council in the past?

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SECTION D: EVENT BUDGET

D1. The Budget

Estimated total budget

Who will underwrite the event in the case of a loss?

Please specify the events minimum safeguards and standards for financial control, eg. cash handling:

Please attach a detailed event budget showing revenue, expenditure and surplus items.

SECTION E: ECONOMIC AND TOURISM BENEFIT *(to be completed by Major Event Organisers only)*

E1. Participants (unique persons)

Event participants refer to athletes/performers, support staff, media, sponsors, officials and volunteers. Participants can be involved multiple times with the same event.

Please provide an estimate of **unique persons** who will participate in the event.

Athletes/Performers

Locals

Intrastate

Interstate

Overseas

Support staff, media, sponsors, officials, stall holders, volunteers

Locals

Intrastate

Interstate

Overseas

E2. Spectators/Audience (unique persons)

Spectators or audiences can attend multiple times within the same event. Please provide an estimate of **unique persons** that will attend the event.

Event-specific persons refer to the number of visitors whose main reason to travel to the destination was because of the event. Non-event specific visitors are those who are already in The Tweed for holiday, business, visiting friends and relatives, etc. In other words, their travel was mainly influenced by the event.

Please provide an **estimate of event specific persons** that will attend the event.

Total persons (0 if nil)

Locals

Intrastate

Interstate

Overseas

Event specific persons (0 if nil)

Locals

Intrastate

Interstate

Overseas

Classification Legend:

Locals = attendees from the Tweed Shire Local Government Area.

Intrastate = Visitors within the State, excluding Tweed Shire Local Government Area.

Interstate = Visitors from other States, other than NSW.

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E3. Visitors

Nights - Overnight visitors are particularly important to the wellbeing of the tourism industry. Events can encourage visitors to stay longer, which in turn provides opportunities to showcase regional areas and their attractions and increase spend in regional destinations.

The **ratio of attendees who stay overnight** describes, out of 1, the proportion of event attendees who stayed overnight because of your event. For example, if your 1,000 event attendees are made up of 500 overnight visitors and 500 daytrip visitors, then the ratio is $[500 / (500 + 500)] = 0.5$.

For visitors who stay overnight, the **average length of stay** will describe the number of nights each visitor will spend in Tweed Shire on average.

Ratio of attendees who stay overnight?

Potential length of stay for overnight visitors in Tweed Shire?

Expenditure

This may include:

- Overnight accommodation
- Meals, food and beverage
- Tourism, entertainment and other leisure activities
- Transport, such as taxis, public transport, petrol, car hire and vehicle repairs
- Any other expenses at all such as retail, gifts, books, clothing toiletries, groceries, etc.

Average expenditure for day trip visitors?

Average daily expenditure for overnight visitors?

How did you arrive at these estimates? Describe, if any previous attendee surveys or research has been conducted:

SECTION F: ADDITIONAL INFORMATION

F1. Additional Information

Any additional information which your organisation/association/business would like to include to support the eligibility and/or selection criteria?

SECTION G: ACKNOWLEDGEMENT OF COUNCIL

G1. Acknowledgement of Council

If successful in obtaining funding, how will Council's contribution be recognised?

Note: Not acknowledging Council's support will make the organisation/association/business ineligible for future funding. Refer to Events Sponsorship Guidelines Eligibility and Conditions of Funding table - 'Acknowledgement of Council'

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SECTION H: DECLARATION

H1. Declaration

I declare that all the information supplied in this application form and any attachments, are true and correct to the best of my knowledge and that the application has been submitted with the full knowledge and agreement of the management of the organisation or association or business. Tweed Shire Council is to be notified of any changes to the information supplied and any other information or circumstances arising that may affect this application.

Primary Signatory

Name	<input type="text"/>	Position	<input type="text"/>
Signed	<input type="text"/>	Date	<input type="text"/>

Secondary/Supporting Signatory

Name	<input type="text"/>	Position	<input type="text"/>
Signed	<input type="text"/>	Date	<input type="text"/>

SECTION I: CHECKLIST

I1. Applicant Checklist

Attachments

- The proposed budget covering the event and if applicable, attach a Business Plan for the next three years, with projected budgets and objectives.
- A copy of Certificate of Currency for Public Liability Insurance.
- A copy of Schedule / Program of activities for event.
- Any additional information considered relevant to the application.