

About Community events sponsorship

Community Events Sponsorship helps community events to succeed in Wellington through facilitation, partnering and advocating.

Our definition of a Community Event is where the target audience is a particular community or celebrates a particular community (geographic communities or communities with a shared interest or culture).

The Application – Wellington Funding Portal

Tip: Hover your mouse over the question marks and an explanation will pop up.

The sponsorship application process includes a number of questions. We want applicants to describe exactly what they aim to do and how they will get this done:

- Tell us what you want to achieve and how will you know if the event has been successful
- Tell us how you have identified that there is a need for this event
- Describe key stages or include a timeline
- You can include additional documentation to support your application i.e. high level marketing plans, photos or proof of previous successes.

Section 1: Project/Event detail

Provide the event title, link to the website or Facebook page (if applicable), the programme it aligns too (e.g. Newtown Festival) and the target audience.

Programme or alignment - Partnerships and Community Support

We are interested in learning how you work with other organisations and the wider community through partnerships and funding relationships.

This can be done by attaching:

- one or two letters of support
- relevant research you might have about need or demand
- information on social media presence

Operational management

Tell us who is organising the event. Describe prior event experience of the company/organisation and key individuals.

Describe operation management details such as:

- Traffic management provisions
- Venue infrastructure and additional event infrastructure requirements (including any temporary structure i.e. seating, marquees, staging etc.
- The surrounding environment of the venue including proximity of residents and businesses

- Proposed noise levels at the boundary/ any specific noise mitigation strategies
- Environmental impacts and sustainability measures (e.g. waste minimisation management)

Section 2: Event timing and location

In this section provide as much detail as you can about when and where the event will take place, what the purpose of the event is.

- tell us what you want to achieve and how will you know if the event has been successful
- describe key stages or include a timeline
- tell us how you have identified that there is a need for this event

Section 3: Focus areas and council outcomes

To be eligible your event needs to connect to one or more outcomes of the WCC Events Policy.

In your application tell us which specific outcome/s you've chosen and how your event contributes to the outcome.

Focus areas and Council outcomes:

- Events that partner with mana whenua to develop, promote and deliver cultural events that profile mana whenua
- Events that support communities in creating their distinctive character
- Strive to be an environmentally friendly event and sustainable in the long term
- Events that promote inclusive, tolerant and strong communities
- Events that contribute and celebrates the arts

Section 4: Your event outcomes

In addition to the Council event focus areas and outcomes, list the outcomes you want to achieve with your event. You must enter at least one, these will be assessed when it comes time to do your accountability. – See the section Accountability reporting.

Section 5 & 6: Expenses & income breakdown

Provide a breakdown of your budget and a high level description of the cost and the associated amount in the second column. If the applicant is GST registered, then please exclude GST.

If you are applying for sponsorship over \$5,000 upload a detailed budget that covers your expenses and income.

Section 6: Project breakdown

Provide a breakdown of your income for the project in the boxes below, if you have no income then you will need to enter not applicable and 0 in the amount. Do not include the amount being requested from the Council. If the applicant is GST registered, then please exclude GST.

Tell us as much as you can in the expenditure and event income sections. Be honest and realistic about costs you're seeking funding.

You can attach a separate more detail budget if it is large or complex.

You can request a contribution to a specific cost or towards the overall costs.

If you are applying to other funders for specific costs or have a commitment for other support then explain this in the event income section or attach a note with an explanation.

If there are costs in your budget that we would not normally fund, we may add conditions to the amount funded.

Section 7: Project budget

Tell us the amount you are requesting through this fund exclusive of GST if the applicant is GST registered.

Attachments

- include additional documentation to support your application i.e. event budget, high level marketing plans, planning and reporting, photos or proof of previous successes
- include a scan of an appropriate bank encoded deposit slip OR a screenshot of an online banking statement header showing the bank logo, account name and number. You will need to attach your latest audited accounts if you have not done this already.

Accountability reporting

We ask all applicants to identify some practical outcomes in their application. If your application is approved, a sponsorship contract/agreement will be created - this will include agreed outcomes.

At the completion of your event, you will need to login and complete the accountability report. You will be required to report on how your event met the outcome.

Accountability reporting is due 10 weeks after the competition of the event.

If you have had sponsorship or funding before from Wellington City Council we expect that you will have reported back on that sponsorship - we would not generally release further funds until we have had a satisfactory accountability report.

More information:

Senior Advisor City Events

Phone: 021 270 8159 or through the Council Contact Centre on 04 499 4444

Email: David.Daniela@wcc.govt.nz

Funding and Process Advisor - Funding portal information or other Council funding:

Phone 021 515 514 or through the Council Contact Centre on 04 499 4444

Email funding@wcc.govt.nz