

Sports Event Partnership Fund Application Form

**Absolutely
Positively
Wellington**

Me Heke Ki Pōneke

Before completing this application form, please read the Sports Event Partnership Fund – Funding Request Guide.
You may also wish to read the Council's Events Policy www.wellington.govt.nz/eventspolicy

Applicant to complete

Date of application / / Application received _____

(Filled in by WCC)

1. Basic event information

Organisation information

Name of organisation

Type of organisation Limited Liability Company Incorporated Society Charitable trust
Other *(please state)*

Organisation registration number *(if applicable)*

Website

Postal address

Physical address
(if different to above)

Contact details

Name

Role *(eg Director, event organiser/manager)*

Contact phone number

Other

Email address

Postal address

Event details

Event name

Event venue

Event start date

Event end date

Brief description of the event - please provide an overview of the event including timing, duration, format, food, beverage, merchandise, fully ticketed, not ticketed, partially ticketed etc. - Max 500 words.

Has the event taken place previously?

Yes

No

If YES, where and when was this event held

Will this event be held elsewhere in NZ or other countries in addition to the proposed Wellington event?

Yes

No

If YES, where and when will this event be held

Is the event contestable to host?

Yes

No

Is this a one-off event?

Yes

No

If NO, how often will the event take place and do you wish to apply for multi-year funding?

What other funding/sponsorship have you secured and/or are looking to secure?

Does the national sporting organisation (NSO)/regional sporting organisation (RSO) and/or national body support the event and if so, what is their involvement?

Operational Management

Who makes up your core team and what is your level of event delivery experience? *(Please list roles and responsibilities of staff including any contractors and sub-contractors)*

Please describe any venue infrastructure or additional event infrastructure requirements *(including any temporary structures)*

Please describe any environmental impacts and sustainability measures you will put in place to mitigate these *(eg waste management)*

Who will provide and deliver your health and safety plan?

Do you anticipate that you will require any of the following *(please note any consents or licences are the responsibility of the event organiser)*

Road closure

Traffic management plan

Liquor license

Food license

Resource consent

Consent for structures

Structural engineer's report

Budget

Budget summary – Please provide a basic budget outline including income and expenditure

- We may request to audit these figures if you are successful in receiving sponsorship

Please attach or use template below

Income summary

Amount (GST exclusive)

Ticket sales

Sponsorship (*non WCC*)Grants (*non WCC*)

Value in kind

Other income (*please describe*)**Expenditure summary**

Amount (GST Exclusive)

Salaries/wages

Insurance

Travel and accommodation

Hosting fees

Venue hire/Ground Fees

Entertainment

Communications

Ticketing

Marketing and promotion

Management fees

Other (*please describe*)**Application summary**

Amount (GST exclusive)

Sponsorship amount requested

Percentage of total budget

2. Economic Benefit to Wellington

Expected total attendance

Percentage of out of region attendees (*people attending event living outside the Wellington region*)

Estimated average length of stay for out of region attendees

Percentage of international attendees

Estimated average length of stay for international attendees

How did you come up with these numbers? (*eg from previous events, comparison of like events etc*)

What opportunities are there for the city to leverage the event? (*e.g. fan hubs, media hosting, retail competitions, communications to your fans via EDM/social media*)

3. Increasing Wellington's profile and promoting sport and recreation

Will the event be promoted locally, nationally and/or internationally and if so what media channels used (e.g. social media, EDMs, livestreaming, television etc)?

Locally

Nationally

Internationally

How will you profile Wellington City in your communications?

What is the reason for the timing of the event? Is there any opportunity to move the event dates to improve the year-round event calendar?

How will the event promote sport and recreation and encourage participation?

Reporting and Accountability

How will you evaluate the success of your event?

Sustainability

Do you see this event developing in the future? Yes No
If YES, how? Where do you see it in 5 years?

I confirm the information provided is true and accurate to the best of my knowledge.

Signature _____

Date / /