



Hawke's Bay Events Fund

Application Form 2023

Before completing this application form please ensure you have read the Event Development Guidelines and agree to the Terms and Conditions contained within it. Please complete ALL of the questions below.

The following supporting documentation is required with your application:

1. Event Budget including whether costs are confirmed or estimates
2. Event Marketing and Communications Plan
3. Event Business Plan including a detailed description of the event or feasibility proposal and expected economic outcomes
4. Project Timeline detailing key activities undertaken and by whom
5. Indication of planning for Health & Safety and Risk Management
6. How you will manage environmental impacts and follow waste minimisation processes

I/We agree to the Terms and Conditions in the Event Fund Guidelines

Event Information

Event Name

Event Genre (eg. Sport, cultural, arts, other - please specify)

Event Frequency (annual, biennial, one-off)

Event Date(s)

Event start/finish times

Event Location

Current event status (new or existing) (If existing please explain when and where it was held and how many people attended)

Event Concept

(200 word summary about what attendees can expect to experience)

Audience profile

(Who will attend the event, who is your primary target market and why)

Economic Impact and Value

	Estimated no. of attendees	Estimated % of HB residents	Estimated % of visitors
Attendees/ Spectators			
Participants/ Competitors			
Exhibitors			
Volunteers			
Staff/Crew/ Officials			
Sponsors/ Media			

Promotion & Attracting Attendees

How do you intend to market the event?

Will your event attract national media coverage?
(If so, please provide details)

Funding

What funding or sponsorship has been secured for the event and from what sources? (Please indicate funding sources and if the funding is secured or pending)

Does the event have the potential to be self-sustaining in future years? (If yes, how will this be achieved?)

Will your event still proceed if you do not receive this funding?

Is your event ticketed? (If yes what is the ticket price/entry fee?)

How much funding are you seeking and what will the funding be used for if you are successful?

Funding sought (to a maximum of \$25,000) (excluding GST)

Funding allocated towards

Project Budget

Provide a full list of your income and expenses.
If your budget is detailed, provide a summary below and attach your budget separately.

Project income/expenses:	
Other grants/donations/funding (Confirmed only)	\$ <input type="text"/>
Applicants' own contribution/ fundraising	\$ <input type="text"/>
Sponsorship (Please list sponsor names)	\$ <input type="text"/>
List any other income (eg. ticket sales)	\$ <input type="text"/>
Total income expected	\$ <input type="text"/>
In-kind support - estimated value	
Volunteer numbers	\$ <input type="text"/>
Estimated hours work	\$ <input type="text"/>
Any other in-kind support	\$ <input type="text"/>

Total project costs:	
Include all your project costs eg. materials, venue hire, promotion, equipment hire, personnel costs. For items over \$500 please include quotes where possible.	
	\$ <input type="text"/>
	\$ <input type="text"/>
	\$ <input type="text"/>
	\$ <input type="text"/>
	\$ <input type="text"/>
	\$ <input type="text"/>
Total expenses expected	\$ <input type="text"/>
Income less expenses	\$ <input type="text"/>

Environmental Sustainability

Does/will your event do the following?

Provide recycling and/or composting bins

Used cooking oil recovery

Back-end sorting of waste

Staffed waste stations

Use reusable cups with deposit system

Have a contractual requirement for stallholders to use compostable, recyclable or reusable packaging

What other environmental sustainability initiatives are you undertaking?

Cultural, Social & Economic Benefits

Does the event provide any further benefit for Māori? (eg. opportunities to celebrate and showcase Māori culture, tell Māori stories, develop Māori capability, support the Māori economy through procurement, increase and normalise the positioning and use of te reo Māori)

Are there opportunities to improve Hawke's Bay's liveability through social impact? (eg. community engagement, youth employment, capability development, diversity and inclusion, accessibility, education and skills etc)

Please give details of any legacy impact your event might have (eg. lasting benefit from infrastructure upgrades, increased capability, participation/education/other social benefits)

Event Accessibility

What measures do you have, or will you put, in place to ensure you deliver an accessible event?

Key Contact Information

Full Name

Role

Phone Number

Email

Postal Address

Physical Address (if different from above)

**Please submit your completed application form to
hilaryn@hawkesbaytourism.co.nz by Sunday 05 November 2023.**

Organisation Information

Organisation Name

Type of Organisation (eg. Charity,
Company)

Organisation Registration
Number

GST Number

Organisation Website