



**HOROWHENUA  
DISTRICT  
COUNCIL**

**Return to:  
Horowhenua District Council,  
Private Bag 4002, Levin 5540  
126 Oxford Street, Levin 5510  
Tel: 06 366 0999**

## **APPLICATION FOR LOCAL EVENTS MARKETING GRANTS**

### **PLEASE NOTE:**

Please read the following carefully to determine your eligibility for a grant from the abovementioned scheme and the manner in which the Allocation Committee will apply the selection criteria.

**A fuller listing of criteria and conditions is also attached  
at the rear of this application form.**

**Separate sheets may be attached to fully answer these questions.  
Please refer to the question numbers on any additional material.**

Decisions about Local Events Marketing Grants are made during August by a subcommittee of Council and then approved by Council. Final decisions should be advised by the end of September. Please note -

- Council Marketing grant money is to be used only for the purpose of marketing the specified event
- An accountability form is to be completed after the event.
- Any significant changes to the event or the application of the Marketing Grant must be advised immediately.

**NOTE:** Failure to meet any of the above conditions could require any grant to be repaid.

**PLEASE NOTE:** Local Event Marketing Grants should not be viewed as ongoing support for an event - a grant one year does not guarantee future grants for the same event in the future.

In making decisions on who will receive these grants, Council will use the following criteria:

1. The uniqueness of the event to Horowhenua - is this a special event that doesn't happen quite the same anywhere else?
2. The value of the event in terms of:
  - Positive effects for the wider community
  - Number of people involved and public likely to attend
  - The possible economic value to the District
3. The success of previous events run by the group applying for a grant, or in the case of an inaugural event, the potential for success in terms of points 1 and 2 above.
4. The potential for this event to grow in the future.
5. The significance of a local event marketing grant to attract extra people to the event.

### **Checklist**

- |  |                          |
|--|--------------------------|
| 1. Have you completed and returned an "Accountability Form" for any previous funding received?<br>(If no, please return it prior to lodging this application.) | <b>Yes/No</b>            |
| 2. Have you answered all questions?  | <input type="checkbox"/> |
| 3. Have you supplied a budget and suppliers quoted costs for each item in the application?   | <input type="checkbox"/> |

### **Declaration:**

The information we have provided here and on the supplementary sheets is true and correct

**Signed** \_\_\_\_\_

**Designation** \_\_\_\_\_

**Date** \_\_\_\_\_

**Application Information**

NAME OF ORGANISATION APPLYING \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

REGISTERED FOR GST      YES/NO      REGISTERED GST No. \_\_\_\_\_

EXECUTIVE OFFICER \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

(Under the Privacy Act (1993) consent from this person must be given before their details are recorded here)

TELEPHONE (Daytime) \_\_\_\_\_ (Evenings) \_\_\_\_\_

EMAIL \_\_\_\_\_

Names of those on your committee/board/trust:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**1. Describe your project**

- (a) Please give a summary of the purpose of this application, which identifies the uniqueness of the event to Horowhenua

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(b) Identify the date/s of your event?

\_\_\_\_\_

(c) Have you checked the Event Calendar with the Horowhenua Visitor Information Centre, Levin? YES / NO

(d) Are other events planned for the same day by other organisations YES / NO

**2. Why are you putting on this event?**

(a) List the positive benefits you believe this event will bring to the local community for future employment opportunities/business growth, community development:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(b) How many people are involved, and how many members of the public are likely to attend?

Numbers Involved: \_\_\_\_\_ Number of Public: \_\_\_\_\_

Location of Event \_\_\_\_\_

(c) Provide a summary of the possible economic value to the District (include comment on transport, accommodation, food/beverage or other aspects consumed per head):

|                                   |       |
|-----------------------------------|-------|
| Amount of visitor arrivals        | _____ |
| Amount of visitor overnight stays | _____ |
| Cost per head                     |       |
| - transport                       | _____ |
| - accommodation                   | _____ |
| - food                            | _____ |
| - entertainment                   | _____ |
| - other                           | _____ |

**3. Outline the success of any previous events you have run. If this is an inaugural event comment on the potential for success related to Criteria 1 and 2 above.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**4. What is the potential for this event to grow in the future:**

100%                      75%                      50%                      25%                      Nil

**5. How will this local event marketing grant assist you to attract extra people to the event:**

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**6. Marketing purpose for which this grant is sought:**

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**7. Please summarise support being provided locally - goods and services - or support in kind from local businesses/organisations:**

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**8. What are the proposed entrance fees/charges to be applied to this proposed event?**

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**B. CONDITIONS FOR THE RECEIPT OF A LOCAL EVENT MARKETING GRANT**

**(a) Financial Information -**

Total cost of project \$ \_\_\_\_\_

Amount in hand \$ \_\_\_\_\_

Other grants sought \$ \_\_\_\_\_

Do you receive financial assistance for this event from any other source: YES/NO  
If so, how much and where from: \_\_\_\_\_

Amount sought from the Horowhenua District Council \$ \_\_\_\_\_

Have you received previous funding under the Horowhenua District Council's Local Events Grants scheme? YES/NO

If yes, what year/s \_\_\_\_\_

**(b) Please provide a DETAILED BUDGET BREAKDOWN of the items and costs of those marketing purposes that you are requesting to be funded by and Horowhenua District Council Marketing Grant (include price estimates) and attach quotations.**

| ITEM | TOTAL COST | AMOUNT RAISED | AMOUNT REQUESTED |
|------|------------|---------------|------------------|
|      |            |               |                  |
|      |            |               |                  |
|      |            |               |                  |
|      |            |               |                  |
|      |            |               |                  |

**C. RISK MANAGEMENT PLANS**

**How do you propose to manage**  
**(a) shortfall of funding and/or**  
**(b) risks associated with your event?**

This should reassure the committee about weather contingencies, crowd and traffic control and public safety.

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**NOTE: APPLICATIONS CLOSE ON**  
**FRIDAY, 30 JULY 2010**

## **CRITERIA - LOCAL EVENTS MARKETING GRANTS**

**In making decisions on who will receive Local Events Marketing Grants, Council will use the following criteria:**

1. The uniqueness of the event to Horowhenua - is this a special event that does not happen quite the same anywhere else in the District? (Question 1).
2. The value of the event in terms of:
  - Positive effects for the wider community.
  - The number of local people or organisations involved.
  - The number of public likely to attend (local and out of district).
  - The anticipated economic value to the District.

(Question 2)

3. The success of previous events run by the group applying for a grant, or in terms of a new initiative, the potential for success in terms of points 1 and 2 above (Question 3).
4. The potential for this event to grow in the future (Question 4).
5. The significance of a Local Event Marketing Grant to attract extra people to the event (Question 5).
6. Where will any profits resulting from the event be directed to (Question 6).
7. What support will there be of community initiatives, local goods and services etc (Question 7).
8. The level of entrance fees being charged (Question 8).

## **CONDITIONS**

**In addition to the above criteria, applicants must agree to the following conditions that will be attached to all grants made from this Fund:**

1. Applications must be submitted on the appropriate application form and received by Council no later than 5.00 pm on 31 July of each year.
2. No late applications will be accepted.
3. Any grant made can only be used to market the event specified in the application.
4. A copy of the latest balance sheet or financial accounts for the organisation making application must accompany all applications (Section B(a)).
5. Copies of all quotations for proposed advertising and marketing must be attached to the application (Section B(b)).
6. Failure to provide requested information with the completed application form may result in the application being declined.
7. Upon completion of the project, but not later than 30 June, successful applicants must account for all funding allocated by completing an accountability form and attaching copies of all receipts applicable to the application.

8. Failure to adequately account for funding allocated may preclude further applications to this Grant Fund (Section B(a)).
9. Grants allocated under this fund must be uplifted and used prior to 31 May in the financial year the grant was allocated. Any funds not uplifted, or not used, by this time will be forfeited.
10. Allocation of a grant in one year does not automatically guarantee funding in future years.
11. Any significant changes to the proposed event or the application of the grant must be advised to the fund administrator immediately.
12. If the application is successful, recognition of Council's grant must be made in any advertising or promotion of the event.

**If you require assistance, or wish to discuss any aspect of this grant fund please contact Dennis Cole at the Horowhenua District Council.**