

# Northland Inc

Growing Northland's Economy

Kia tupu ai te ōhanga o Te Tai Tokerau



## Northland Event Fund Application Form

**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, Risk Management and Covid-19 Event Sector Voluntary Code
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

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**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

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	Estimated number of attendees	Estimated % of Northland residents	Estimated % of visitors
Attendees/Spectators	<input type="text"/>	<input type="text"/>	<input type="text"/>
Participants/Competitors	<input type="text"/>	<input type="text"/>	<input type="text"/>
Exhibitors	<input type="text"/>	<input type="text"/>	<input type="text"/>
Crew/staff/volunteers/ media/sponsors/officials etc	<input type="text"/>	<input type="text"/>	<input type="text"/>

# Promotion & Attracting Attendees

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How do you intend to market the event?

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

# Funding

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**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** (excluding GST):

**Funding allocated towards:**



# Environmental Sustainability

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## 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 and Economic Benefits

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## 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 Northland'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

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

# Organisation Information

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Organisation Name:

Type of organisation: (eg. Charity, Company)

Organisation Registration Number:

GST Number:

Organisation website:

# Key Contact Information

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Full Name:

Role:

Phone number:

Email:

Postal address:

Physical address: (If different from postal)

Please submit your completed application form to [events@northlandnz.com](mailto:events@northlandnz.com) by Friday 04 November 2022.