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| Logo  Description automatically generated | District Promotion FundApplication Pack |
| Waip**ā** District Council, Private Bag 2402, Te Awamutu 3840Phone: 0800 924 723 | Web: www.waipadc.govt.nz/funding | Email: events@waipadc.govt.nz |

**Application Eligibility and Criteria**

Our vision, Waipā Home of Champions: Building connected communities is at the heart of what we do. Our values, which centre around social resilience, cultural champions, looking after our environment, and supporting a thriving economy, guide our event funding priorities.

The District Promotion Fund supports events that promote and benefit the wellbeing of the Waipā district and its people.

The fund is a competitive process where priority will be given to applications that best meet the defined eligibility and funding criteria. For the 2024/25 funding round, priority will be given to events that show they will use Waipā suppliers and encourage their attendees and visitors to spend locally in the hospitality, retail and entertainment sectors, expanding the Waipā economy.

This financial year there is $75,000 available to support events in our district.

**Eligibility**

Events deemed eligible for consideration are assessed by the District Promotion Committee relative to the following:

* a substantial portion of your event must be based in the Waipā district
* the event being funded must occur before 30 June 2025
* the application form must be entirely completed and all relevant supporting material included
* previously successful applicants must have completed and returned their [post event report](https://www.waipadc.govt.nz/repository/libraries/id%3A26zgz4o7s1cxbyk7hfo7/hierarchy/our-services/communityandrecreation/grants-and-funding/district-promotion-fund/documents/Waipa%27s%20Event%20Funds%20Post%20Event%20Report.docx), a downloadable can be found here.

**Criteria**

If your event is eligible for District Promotion Fund support, the following criteria applies:

* the event can demonstrate that it can promote the Waipā district as an attractive place to live, work, invest in or visit.
* the application shows the event offers economic benefit to the district through expanding the **Waipā** economy, growing visitor nights and increasing international and domestic exposure.
* **Waipā** District Council has opportunity to benefit from the event through promotion using **Waipā** Home of Champions branding.
* applications cannot be funded from more than one of Council’s funding programmes.
* applicants who don’t include the relevant supporting material required, will not be considered.

A District Promotion Fund Application Pack must be returned to **Waipā** District Council no later than **5pm, Friday 11 October 2024.**

**General information**

1. Applicants are asked to remember that the District Promotion Fund constitutes public money for which a high degree of accountability is required. It is important that the details contained within this application are as accurate and concise as possible.
2. Event organisers applying for multiple events must supply an application form for each individual event.
3. An **Event Application Form** must be completed by all events on public spaces (i.e. roads, reserves or parks). If applicants are unsure if their event requires this, please contact our events advisor who can assist you. The form can also be requested by emailing events@waipadc.govt.nz. **This is to be submitted at least three months prior to the event.** Events on public spaces also require a health and safety plan and public liability insurance to ensure all risks have been identified and managed
4. The event organiser is responsible for applying and paying for any consents/permits/approvals, if needed. The event should also have a Health and Safety Plan to ensure all risks have been identified and managed.
5. If funding is approved, marketing and promotion of **Waipā** District Council is expected. The **Waipā** Home of Champions brand is required to be included in the event promotional material. Use of this logo on your promotional material must be sighted and approved before being published/printed. Applicants should contact Council’s event advisor for copies of our logo and approval of their use via email to events@waipadc.govt.nz.
6. All applicants will be advised as soon as possible after the funding committee meeting regarding the outcome of their application. Any delays will be notified.
7. If approved, funding is conditional until the applicant has confirmed that the event is proceeding and have confirmed that all consents/permits/approvals, if necessary, have been granted. Payment will be made once Council is satisfied all conditions have been met. GST will be added to grants if the event organisation is GST registered. Payment will be processed from **Waipā** District Council within 60 days prior to the event date unless otherwise specified and payment will be made on the 20th of month following receipt of your Tax Invoice. Payment is preferred by direct payment into your bank account. Invoices / request for payment of payment must be received by end financial year that the application is made, 30 June 2025.
8. If funding is approved, the applicant must complete a post-event report no later than two months after the event.
9. Please note that if the application has been successful and funded by the District Promotion Fund, the applicant will be ineligible to apply to any other Council fund for the same activity or event. If the applicant is unsure which fund to apply to, please contact us.

**Who to contact for additional assistance:**

For assistance regarding this application and advice about organising an event, including completing the event application form, contact the events advisor by calling 0800 924 723 or emailing events@waipadc.govt.nz.

**Please return this application form either by:**

Email: events@waipadc.govt.nz

Post: District Promotion Fund, **Waipā** District Council, Private Bag 2402, Te Awamutu 3840

Deliver: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

**Applications close 5.00pm, Friday 11 October 2024.**

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|  | District Promotion FundApplication Form |

**For events to be held in the Waipā District before 30 June 2025.**

**Section 1 – Event Details**

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| Name of Event:  |
| Date of Event:  |
| Frequency of Event (e.g. ‘one-off’, ‘annual’):  |
| Is your event: □ District/Regional wide □ National □ International |
| Location or venue:  |
| Time of event:  |
| Type of event: (sports/recreation, arts/cultural, community, other?)  |

**Section 2 – Event Description**

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| Event outline:  |
| Other organisations involved in the event and/or providing support: Who / How? |

**Section 3 – Funding and Support**

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| **Amount of funding support requested: $** |

**What other funding/sponsorship are you seeking for this event?**

The District Promotion Fund is for the purpose of *supporting* events, not funding them in their entirety. There is an expectation that you will seek event funding from other sources. List the details of support (financial or otherwise) you have, or will seek from other stakeholders.

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| **Organisation** | **Purpose** | **Amount ($)** |
| *Own funding* |  |  |
| *Community Funders* |  |  |
| *Business sponsorship* |  |  |
| *Other non-cash contributions / in-kind support* |  |  |

**Council requires a copy of your event budget and bank deposit slip**

□ A copy of your event budget

□ A bank deposit slip, screenshot of online banking account and name or a bank statement to verify your account for payment of funds to successful applicants.

**Section 4 – Waipā District Council Recognition**

The purpose of the District Promotion Fund is event ‘support’. It is important that Council’s support is recognised. How might the proposed event do this?

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| **Recognition of the Waipā Home of Champions brand:** |
| **Opportunity for an official/Mayoral welcome or invitation for elected members to be involved:** |
| **Signage placement:**  |
| **Vocal endorsements:**  |
| **Online presence: (please outline any social media or websites your event has):** |
| **Advertising (please specify type and if council’s brand will be included):** |
| **Complimentary ticketing:** |
| **Opportunity for an official/Mayoral welcome:** |
| **Other benefits (please detail all opportunities in full):** |
| **Marketing plan (please include a summary of how you intend marketing this event):** |
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| **Section 5 – Benefits Analysis** |
| You need to be able to demonstrate the event’s ability to succeed and contribute to the wellbeing of the community and the district. A clear and detailed analysis will enable sound evaluation regarding support and funding, and should include the following: |
| Demographic of main audience: (e.g. 18 and under, 35+, families, etc.) Attendance (best guess, please do not exaggerate): *The Post Event Report will be required to verify these details.*   |
| **Numbers expected** | **From Waipā** | **Outside Waipā** | **Overseas** |
| Participants |  |  |  |
| Spectators |  |  |  |
| Trade |  |  |  |
|  |  |  |  |
| Accommodation: Will you be encouraging people to stay in the Waipā District? If so, how long and where?*If you have statistics on visitor nights from previous years, please include them here.* |
| Local Input: What local businesses are involved in your event, or providing services to your event? *These details will be important for the committee’s review of the application, please include as much detail as possible.*   |
| Increased Wellbeing:The purpose of the District Promotion Fund is to promote the district as an attractive place to live, work, invest in or visit. To what extent does your event have the potential to meet this objective? *If you require more space, please attach your answer to this document.* |

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**Section 6 – Consent Requirements**

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| Have you consulted with council staff to determine whether consents/ permits or other approvals are necessary for this event? * *Successfully funded events must work collaboratively with Council to promote Council’s funding of your event.*
* *Applicants must complete and have approved an event application form for events that take place in public places, such as Council parks and reserves, footpaths and roads, excluding events at the Mighty River Domain, Perry Aquatic Centre and ASB Stadium/Livingston’s Aquatic Centre.*
* *It is the responsibility of the applicant to apply for any consents or permits required for this event.*
 | □ Yes | □ No |
| What was the outcome, if known?  |

**Section 7 – Post Event Report**

In order to determine whether Council’s support has been successful, a Post Event Report (PER) will be required.The PER must be submitted within 3 months of the event’s completion (template at [waipadc.govt.nz/districtpromotionfund](http://www.waipadc.govt.nz/districtpromotionfund) or request a form at events@waipadc.govt.nz). Failure to do so could affect future funding opportunities.

Will you be able to supply data to support final event budgets, outcomes achieved, attendee numbers and feedback, and other such post-event data? □ Yes □ No

**Section 8 – Applicant Details**

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| Legal name of applicant/organisation (*as on your bank account*):  |
| Trading name (*if different*): |
| Contact person:  |
| Postal address:  |
| Telephone (including mobile number/s):  |
| Email:  |
| Is the event organiser/organisation team paid or voluntary?  |
| Is the applicant a legal entity? (e.g. ‘company’, ‘incorporated society’ etc.):  |
| GST registered? (*please circle*) Yes No GST no.:  |

**Section 9 - Declaration**

The applicant:

* 1. Confirms that all information provided in this application form is true and correct and not misleading in any respect to the best of their knowledge.
	2. The person signing and completing this application form on behalf of the applicant confirms that they are authorised to do so.
	3. Acknowledges the personal information collected in this application form will be used to help Waipā District Council determine and administer this District Fund Application. This application form, including names and contact details will be made available to the public, including on Council’s website and at Council or Committee meetings. The provision of this information is voluntary, however, if it is not provided, Council may not be able to progress the application further. Council’s Privacy Officer may be contacted by any person wishing to receive a copy of their personal information that Council holds or if they wish to have it corrected. The applicant acknowledges that all personal information provided by the applicant for the purpose of this application form is provided with the consent of the relevant individual(s). This consent is given in accordance with the Privacy Act 1993. For more information about how we use this information, head to [www.waipadc.govt.nz/privacy-statement](https://www.waipadc.govt.nz/privacy-statement).

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| ***Name of person completing form****:* |   |
| ***Position in organisation****:* |  |
| ***Daytime contact phone number:*** |  |
| ***Signed:*** |   |
| ***Date:*** |  |

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| ***Name of person completing form****:* |   |
| ***Position in organisation****:* |  |
| ***Daytime contact phone number:*** |  |
| ***Signed:*** |   |
| ***Date:*** |  |

**Final Checklist**

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|  | Reviewed the fund criteria and expectations of successful applicants. |
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|  | Filled in all areas of this application form. |
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|  | Completed/attached your ‘Benefits Analysis – Increased Wellbeing’ response. |

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|  | Attached financial requirements, including an event budget and bank account details. |

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|  | Completed an [Event Application Form](https://www.waipadc.govt.nz/repository/libraries/id%3A26zgz4o7s1cxbyk7hfo7/hierarchy/our-services/environment-and-health/Event%20Application/Waipa%20District%20Council%20Event%20Application%20Form%20.docx) for events on public / council owned land.  |

*If attaching additional pages to answer specific questions, please submit in A4 size.*

**Please return this form either by:**

Email to: events@waipadc.govt.nz

Post to: District Promotion Fund

Waipā District Council

Private Bag 2402

Te Awamutu 3840

Deliver to: 101 Bank Street, Te Awamutu or 23 Wilson Street, Cambridge.

**Applications close 5pm, Friday 11 October 2024.**

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