

# Regional Events Fund Application Form

Please make sure that you have read and agree to the terms and conditions of this fund before starting this application.

Please note the supporting documentation required to be submitted together with this application form.

Please complete your answers under the questions in each section.

## 1. Organisation Information

Organisation name

Type of organisation (e.g. charity, company)

Organisation registration number (if applicable)

GST number

Organisation website

Previous experience of holding events?

## 2. Key Contact Information

Full name

Role

Phone Number

Cell Phone Number

Email

Postal Address

Physical Address (if different from postal)

Alternative contact full name

Alternative contact phone number

Alternative contact email

## 3. Event Information

Name of the event

Event frequency (e.g.: annual, biennial)

**Event concept** (full explanation including what attendees can expect to experience at the event)

**Proposed event start/finish dates**

**Duration** (how many days will the event run for)

**Reason for the selected dates** (i.e. is the event seasonal)

**Will the event, or any component of the event, be held in any other location this year, or in future years?** (If yes, please explain when and where?)

**Has the event been held previously?** (If yes, please explain when and where?)

**Proposed event location and venue/s**

**Programme features**

**Audience profile** (who will attend the event)

**Past attendance numbers:**

#### **4. Aims and Objectives.**

**Reasons for holding the event**

**Outcomes sought**

**Social, cultural, and economic goals**

**5. Assistance Requested**

Financial assistance sought from **DWC Regional Events Fund** (\$ value)

What will the funding be allocated towards (including a breakdown per year, if requesting multiyear funding)?

**6. Economic Impact and Value**

Attendance from West Coast	Number of attendees
Spectators	
Participants/Competitors	
Exhibitors	
Officials & Volunteers	
Media	
Delegates	
Support Staff	

Visitation from The Rest of NZ	Number of attendees	Average length of stay (e.g. x nights)
Spectators		
Participants/Competitors		
Exhibitors		
Officials & Volunteers		
Media		
Delegates		
Support Staff		

Visitation from The Rest of the World	Number of attendees	Average length of stay (e.g. x nights)
Spectators		
Participants/Competitors		
Exhibitors		
Officials & Volunteers		
Media		
Delegates		
Support Staff		

Please explain how you calculated the figures (both international & domestic) and provide any supporting evidence.

Estimated expenditure by participants & spectators	Average spend per person (daily)
Local	
National	
International	

Please outline how you intend to evaluate the event?

## 7. Media Exposure

Please explain how you intend to market the event locally, nationally and internationally and through which media channels (e.g. radio, print, social media). Please also include the proposed timing for when the event will be in market.

Will your event attract television media coverage? If so, please detail which markets and what has been secured to date.

## 8. Finance

What total funding has been secured for the projected event income outside of DWC Regional Events Fund investment, and from what sources? Please ensure this is also detailed in your attached budget.

Will the event still proceed if investment was not provided from DWC Regional Events Fund?

How would funding be used to achieve a greater return for the West Coast?

Has DWC or the DWC Regional Events Fund supported your event in the past? if so how long and to what value annually?

Is your event a ticketed event? if so, please specify ticket prices and categories.

If you intend to run the event in future years, what is your long-term financial goal for the event in becoming financially self-sustainable? Please detail your plan.

## 9. Alignment with West Coast event strategy, goals and objectives

What is your plan to drive visitation to the West Coast?

How does your event align with the West Coast Narrative?

How does your event plan to execute environmentally sustainable practices?

What leverage opportunities are available?

Where applicable, please indicate in the below table the Host region benefits that are available through partnering with the event:

Marketing & Communications		Benefits available
<b>Print</b>	<ul style="list-style-type: none"> <li>• Advertisement in associated magazines / official programs</li> <li>• Front page</li> <li>• Back page</li> <li>• Other page</li> </ul>	
	<ul style="list-style-type: none"> <li>• Editorial feature in magazine</li> </ul>	
<b>Digital</b>	<ul style="list-style-type: none"> <li>• Logo recognition and placement - header pages / exclusive partner page (website)</li> <li>• Banner ad with click through</li> <li>• Tile above fold</li> <li>• Header pages</li> <li>• Partner page</li> </ul>	
	<ul style="list-style-type: none"> <li>• Social media footprint</li> <li>• Facebook</li> <li>• Twitter</li> <li>• Instagram</li> <li>• LinkedIn</li> <li>• YouTube</li> </ul>	
<b>Signage</b>	<ul style="list-style-type: none"> <li>• Logo recognition / partner signage</li> <li>• Media backdrop</li> <li>• Placement within venue</li> <li>• Peripheral logo recognition</li> <li>• Brand video on 'at event' screens</li> </ul>	
<b>Media</b>	<ul style="list-style-type: none"> <li>• PR opportunities &amp; promotional activities</li> </ul>	
<b>Activation</b>	<ul style="list-style-type: none"> <li>• Activation - Onsite activation opportunities</li> </ul>	
<b>Ticketing &amp; Access</b>	<ul style="list-style-type: none"> <li>• Tickets - VIP</li> <li>• Tickets - General admission</li> <li>• Pre-sale offers to employees</li> </ul>	
	<ul style="list-style-type: none"> <li>• Access to talent / keynote speaking engagements</li> </ul>	
<b>TV</b>	<ul style="list-style-type: none"> <li>• In program advertising (length, frequency, position)</li> </ul>	



## 10.Summary

Why do you think DWC Regional Events Fund should invest in your event?

How do you think DWC Regional Event Fund could add value to your event?

## 11. Declaration

Signature

Date

Y/N I confirm that I/we have read and accept the terms and conditions of the fund outlined in the Regional Events Fund Guidelines.

Y/N I confirm that I/we have (or will obtain prior to the event) \$5million Public Liability Insurance coverage for the event.

On completion of this application form please save a copy and send it to [events@DWC.org.nz](mailto:events@DWC.org.nz) along with the following supporting documentation:

- Event budget
- Event marketing plan
- Event business plan
- Event Health & Safety risk management plan

## 12. Contact Us

PO Box 451, Greymouth 7805, New Zealand

Email: [events@DWC.org.nz](mailto:events@DWC.org.nz) Phone: +64 3 769 7000