

# Waimakariri Event Funding Guide for Applicants

The Waimakariri Event Fund is a contestable fund that is provided by the Waimakariri District Council, and is managed by Enterprise North Canterbury.

Applications are considered twice a year (for one month in March and August) by a panel made up of local representatives who have knowledge and experience of the events and visitor sector in the Waimakariri District.

New events will be given first consideration. After three years of seed funding from the Waimakariri Event Fund an event should be self-funding if it is to be sustainable. However, there will be exceptions from time to time at the discretion of the panel.

## Purpose

The Waimakariri Event Fund supports and encourages local communities, groups and event organisers to create and present diverse opportunities for accessing and participating in events that will be delivered in the Waimakariri District. The events must be open to all local residents and attract visitors to the district.

The fund is not to subsidise highly profitable events.

## What can be funded?

The Waimakariri Event Funding is provided for up to 50% only of the following:

- **Event Coordination** and/or
- **Event Promotion** i.e. advertising, marketing collateral, signage

## Types of Events

Your event must be one of the following:

A visitor event which will be promoted in such a way that visitors from Christchurch and other locations will be attracted to attend and/or participate, and must display economic benefits to the businesses of Waimakariri:

- Must have the potential to attract visitors from outside the district
- Advertising must be targeted outside the district to attract visitors
- Participant levels estimated may dictate the amount funded
- Visitor events are able to charge an entry fee
- Visitor events can only apply to this fund for up to 50% of total promotion and at least 70% of the advertising is **OUTSIDE** the district to attract visitors into the district.

A community event which will create opportunities for local communities to engage with and participate in the event. A community event will:

- Focus on local community involvement
- Advertise generally within the district

- Generally have lower participation numbers than visitor attraction events (the amount granted will reflect this)
- Be a free or low-cost event
- Likely attract friends and family from outside the district

### **Funding Criteria**

The event must meet the following criteria:

- Take place within the Waimakariri District boundaries
- Waimakariri residents must be able to participate in or watch the event
- Have a promotional plan that demonstrates how the event will be promoted both within the Waimakariri District and wider geographical areas
- Met all regulatory Council requirements
- Secure 50% of the total income of the event from other sources
- Be delivered within 12 months after funding is approved
- **Not** have started before funding is approved
- **Not** have already been funded through Waimakariri District's Community, Creative Communities or Advisory Boards for event coordination or promotion
- The event must match **the spend dollar for dollar** and be used for the promotion or coordination only of the event
- Show that the public good is greater than the private good
- If you have previously received funding from the Waimakariri Event Funding, either as an individual or as a member of a group, you must have completed a final report for the earlier project before any further applications will be considered
- Council Funded Promotion Associations are not eligible to receive funding for event coordinators' fees

### **Types of events that cannot be funded include:**

- Events that are not open to the public to attend
- Events that are the core business of an organisation, school, education provider, government or council agency or service provider
- Events promoting religious or political purposes
- Conferences / Annual General Meetings
- School reunions that are only open to ex-pupils

### **Marking Schedule**

Your application will be assessed by the Event Funding Panel on these five key areas:

1. The Concept – what is the idea and what do you want to do?
2. The Benefits – how will your project benefit the businesses and residents of the district? What are the expected numbers for the event?
3. The People – who is involved?
4. The Promotional Plan – what is the reach of advertising and promotion?
5. The Budget – how much will the project cost and is it a realistic budget?
6. 50% of funding has been achieved elsewhere

### **Funding schedule**

Applications are biannual: end of March and end of August. The dates of the applications being open will be advertised one month prior.

### **Funding levels**

The annual Waimakariri Event Funding pool is \$45,000, with a minimum grant of \$500 and a maximum grant of \$5,000 per event. The amount of funding distributed

will be determined by the Waimakariri Event Funding Panel based on the funding criteria.

If you wish to apply for funding less than \$500 make an application to your [local council community advisory board](#).

### **Terms of Agreement**

The Waimakariri Event Funding Panel needs to be satisfied that the public money distributed through the Waimakariri Event Funding is being used for the purpose that it was intended.

If your application is granted event funding:

- Up to 50% of the event funding granted will be distributed prior to your event taking place
- You will be sent:
  - A Letter of Confirmation
  - A Terms of Agreement Form\*
  - A Final Event Report Form \*\*

**\* The Terms of Agreement Form must be signed and returned prior to the funding being deposited in your bank account.** In signing the Terms of Agreement you are agreeing to meet stipulated conditions, please ensure you and/or your organisation is able to agree to these before submitting your application.

**\*\* The Final Event Report Form needs to be completed within two months of the event being held.** You will need to provide **copies of relevant invoices and an 'actual' income and expenditure report.** You will also need to provide an invoice for the remaining outstanding funding not received.

### **Promotion of the Event Funder and Administrator**

The Visit Waimakariri logo and the Waimakariri District Council logo must be clearly shown on any promotional material.

- The Visit Waimakariri logo is to be used when the event and the advertising reach is focused outside of the district or can be used when event advertising and the main participation is within the Waimakariri.

### **Disclaimer**

The final funding decisions are made at the discretion of the Waimakariri Event Funding Panel and no further correspondence will be entered in to.