

# Waimakariri Event Funding 2011/2012 Seed Funding - Criteria and Guidelines

*Please read carefully before completing the application form*

## 1. Purpose

The purpose of the “Waimakariri Seed Funding” is to support events that are either being run for the first time, or wishing to enhance an existing event or, celebrating a special year. These events will attract a significant number of people to the event and have clear economic and social benefits for the district. They will also add to the vibrancy of the district event calendar, engender community spirit as well as stimulate domestic visitor numbers.

## 2. Criteria and Eligibility

- Funding must be utilised for Event Coordinator and/or promotion, marketing and signage
- The event takes place within the Waimakariri District Boundaries
- The event has not started before the application for funding is reviewed by Visit Waimakariri Advisory Group
- Waimakariri residents must be able to participate in or watch the event
- Must have secured 50% of the total cost of the event from other sources
- The event displays clear economic and community benefits
- Public good is greater than the private good
- The event exposes district's image and distinctive features
- Does not coincide with other major events in the district unless compatible
- Has a plan for the future of the event in regards to becoming established and self sustaining
- Must not apply for funding from Council Ward Advisory Boards or other Council funding
- Have provided a realistic and balanced budget
- Have provided a promotional plan
- Have met council requirements

It is preferred that the organisations are incorporated societies or trusts. However, applications from individuals and commercial organisations will be considered. Applicants should demonstrate the skills and experience to deliver the event successfully.

## 3. Events ineligible for funding

- Events that have minimal economic or community benefit to the Waimakariri District
- Conferences/Annual General Meetings
- Events solely run for commercial purposes
- Events where the main purpose is to fundraise (and meet few other points of criteria)
- Events promoting religious or political purposes

#### 4. Your event will be rated on the following:

- Promotion of the district
- Financial Details
- Economic Impact
- Community Benefits

#### 5. Funding Schedule

The funding is bi annual with closing dates: 30<sup>th</sup> of September and 31<sup>st</sup> March.

We encourage you to have your application in at stated closing dates. However we will look at new events that may need funding within those times.

#### 6. Funding Levels

Visit Waimakariri allocates \$15,000 per year for Seed funding. Maximum up to \$3,750.00

#### 7. Terms of Agreement

The Waimakariri Promotions Advisory Group needs to be satisfied that public money distributed through the "Waimakariri Events Funding" is being used for the purpose that it was intended. **Please note that funding is not provided until after the event has taken place unless event has been accredited.**

If your event is successful in receiving funding, you will be sent:

- A letter of confirmation
- Terms of Agreement Form
- A Final Written Report for you to fill in post event

The Terms of Agreement form must be signed and returned before the event takes place. In signing the Terms of Agreement, you are agreeing to meet stipulated conditions; please ensure that your organisation is able to agree to these before submitting your application.

Within 30 days post event we require:

- Copies of relevant paid invoices and an invoice from your organisation for the amount of funding. Before a cheque can be raised an invoice to Enterprise North Canterbury is required for the funding amount allocated as per letter of confirmation.
- A final report and income and expenditure report inclusive of actual and perceived budgets

#### 8. Promoting Visit Waimakariri

The Visit Waimakariri logo must be clearly shown on any promotional material as agreed to by both parties.

#### 9. Disclaimer

The final funding decisions are made at the discretion of Waimakariri Promotions Advisory Group.