

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 (August and March) by the Waimakariri Events Funding Panel, who are a committee 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 a new 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 Funding 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 can provide for up to 50% ONLY of the total expenditure in the following category:

- **Event Coordination** and/or
- **Event Promotion** i.e. advertising, marketing collateral, signage. (this does not include design or on the day signage)

Types of Event

Your event must be one of the following:

An event which will be promoted in such a way, 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 the total promotion and only if at least 70% of the advertising is undertaken **OUTSIDE** the district to attract visitors into the district

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

- Focused on local community involvement
- Advertised generally within the district
- Generally lower participation numbers than visitor attraction events (the amount granted will reflect this)
- Free or low cost event
- Likely to 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 fee's

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 you want to do
2. The Benefits – how will your project benefit the businesses and residents of the district? What is the expected numbers expected 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

Funding schedule

Applications are biannual: end of March (for Events from July 1st) and if funds are available, end of August. The dates of the applications will be advertised as they are known.

Funding levels

The Annual Waimakariri Event Funding pool is \$30,000, 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.

Promoting of the Event Funder and Administrator

The ENC logo or Visit Waimakariri Logo and the Waimakariri District Council must be clearly shown on any promotional material as agreed by both parties.

- The ENC logo can be used when event advertising and the main participation is within the Waimakariri.
- 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 into.