

# Regional Events Fund Application form

## Application Requirements



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.

- 1) **Event budget**
- 2) **Event marketing plan**
- 3) **Event business plan**
- 4) **Indication of timeline and implementation of Event Health & Safety, Risk Management and Event Sector Voluntary Code planning**

Please complete your answers under the questions in each section.

Hurunui Tourism's investment will be targeted with a specific focus on events that:

- Promote domestic and international tourism - increasing visitor nights and promoting longer stays, encouraging increased tourism spend.
- Support Hurunui's values;
  - **Tourism New Zealand's Tiaki Promise**
    - Hosting and looking after our visitors
    - Guardianship of natural resources
    - Strength is not that of an individual but that of the collective working together
    - Focus on Increasing Value
- Generate positive exposure for the region & opportunities to leverage Hurunui's profile.
- Create long-term legacy for the Hurunui region.
- Sustainability;
  - Long term event sustainability, the ability to generate support beyond this funding
  - Environmental sustainability, showcase strategies in place to mitigate the impact to our environment and reduce waste.
- Events which bring significant benefits from outside of Hurunui.

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*Eligible applications will be assessed using the information given as answers to each question in the application form, as well as required supporting documentation. Applicants will need to answer each question and ensure they have provided the appropriate supporting documentation.*

### 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 (please list in chronological order starting with the most recent and include a brief description as to what your organisation's involvement/role was with the event):**

- 1.
  - 2.
  - 3.
  - 4.
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### 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:

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### 3. Event Information

Name of the event:

Event genre (e.g. Sport, Cultural, Arts, Other – please specify):

Current event status (new or existing),  
If yes please explain where previously held?

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

Event concept (explanation including what attendees can expect to experience at the event): *200-word limit*

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 or avoiding clashes with other events):

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)

Proposed event location and venue/s:

Programme features:

Audience profile (who will attend the event/ primary target market etc and why):

Past attendance numbers (please list past events in chronological order):

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### 4. Aims and Objectives

Reasons for holding the event:

Social, cultural and economic goals, please advise how these will be measured: *200-word limit*

Outcomes sought:

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### 5. Assistance Requested

Financial assistance sought from Hurunui Tourism(\$ value):

What will the funding be allocated towards (including a breakdown)?

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### 6. Economic Impact and Value

Attendance from Hurunui	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		

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Visitation from The Rest of the World (if applicable)	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:

Please outline how you intend to evaluate the event? There is a level of reporting required for the event to meet funding requirements. These will be stipulated in the contract if successful.(e.g. total event attendance)

### 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.

### 8. Finance

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

Authority	Funding amount (please indicate secured or pending)	Allocated towards
Government		
Local Government e.g. Christchurch City Council		
Regional Tourism Organisation		

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Charitable Trusts/Foundation		
Commercial Support		
Other		

Will the event still proceed if investment was not provided from Hurunui Tourism?

Has Hurunui Tourism supported your event in the past, if so how long and to what value annually? *(please write NA if not relevant)*

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

NB: If you intend to run the event in future years, what is your long-term financial goals for the event becoming financially self-sustainable is reflected in your event business plan.

### 9. Alignment with Hurunui's strategy, goals and objectives

What is your plan to drive visitation to Hurunui? *(200-word limit)*

What measures will be taken to enhance the profile of the region? *(200-word limit)*

How does your event plan to execute environmentally sustainable practices? *(200-word limit)*

What leverage opportunities are available to Hurunui? *(200-word limit)*

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

Marketing & Communications		Benefits available
Print	Advertisement in associated magazines / official programs	
	Editorial feature in magazine	
Digital	Logo recognition and placement on website	
	Social media footprint <ul style="list-style-type: none"> <li>- Facebook</li> <li>- Twitter</li> <li>- Instagram</li> <li>- LinkedIn</li> <li>- YouTube</li> </ul>	
Signage	Logo recognition / partner signage <ul style="list-style-type: none"> <li>- E.g. Media backdrop, Placement within venue</li> </ul>	

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<b>Media</b>	<ul style="list-style-type: none"><li>• PR opportunities &amp; promotional activities</li><li>• Notable personalities or talent attending</li></ul>	
<b>Ticketing &amp; Access</b>	Tickets – VIP, Tickets - General admission, Pre-sale offers to employees	
	Access to talent / key note speaking engagements	

### 10. COVID-19 Outbreak

The outbreak of COVID-19 has, and will have, significant economic impacts on our country and city with many events and event organisers already being affected. Under the COVID-19 Alert Level system, the risk of exposure to COVID-19 and transmission in the community remains. Please identify what your plans are in relation to delivering your event within the current COVID-19 Alert Level system and how this could be affected if Alert Levels were to change. Please clearly identify any significant timelines that would impact the planning or delivery of your event and how risks will be mitigated.

The Event Sector Voluntary Code was developed recognising that Events could be a transmission risk if COVID-19 community transmission re-emerges. The Code outlines best practice behaviours to prevent/minimise COVID-19 risks and impact, including record keeping to support Ministry of Health contact tracing processes.

Please outline what steps you will take and how you will implement this Code for your event.

### 11. Summary

**Why do you think Hurunui Regional Events Fund should invest in your event? (200-word limit)**

**How do you think Hurunui Regional Events Fund could add value to your event? (200-word limit)**

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### 12. Declaration

Name of Organisation:

Signature:

Date:

**Y/N I confirm that I/we have read and accept the terms and conditions of the fund outlined.**

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

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Y/N I confirm that I will obtain any necessary permits, consents & permissions from Hurunui District Council and/ or applicable parties and this is not the responsibility of Hurunui Tourism. For council support please contact them direct.

On completion of this application form please save a copy and send it to [krissy@visithurunui.co.nz](mailto:krissy@visithurunui.co.nz) along with the following supporting documentation mentioned at the start of the form.

### Contact Us

Hurunui Tourism

1 Jacks Pass Road

Hanmer Springs

Email: [krissy@visithurunui.co.nz](mailto:krissy@visithurunui.co.nz)