

1. Who May Apply

Any person/organisation may apply to the Council for funds to assist that person/organisation to hold a specific event or events, which are to take place in the Kawerau District. The event(s) must have a significant benefit to the Kawerau community and applicants need to demonstrate that the event will be, or is likely to become an annual event.

2. Funding Available

The Council may contribute up to \$1,000.00 in the first year for new events and up to \$500.00 in the second year for the same event, to successful applicants to assist in holding events in the District, which will have a considerable economic and social benefit to the District's Community.

3. Applications for Funding

All applications will be treated as confidential by Council.

All applications for funding must be submitted in writing and contain the following information:

- a. Give specific details of the event being targeted.
- b. Indicate that the level of funding being requested will be used to attract the event being targeted.
- c. Give specific details on how the funds being requested will be used to attract the event being targeted.
- d. Give specific details on other sources of funds to be used for targeting the event.
- e. Indicate the expected outcome of the event targeting exercise.
- f. Provide general details as to the proposed sources of funding to stage the event if it proceeds.
- g. Provide details on the expected economic benefit to the Kawerau Community.
- h. Once the targeting campaign has been completed, applicants must provide Council with:
 - i. A written report as to the campaign's outcome and the probable reasons for success or failure.
 - ii. A Balance Sheet for that event.

EVENT MARKETING FUND APPLICATION FOR GRANT

1. Name of Group applying:

2. Contact Name: _____

Address: _____

Email: _____

Phone: _____

_____ (Business)

_____ (Residential)

_____ (Mobile)

3. Please give details of the event being targeted:

4. Please indicate the level of funding being requested:

(Up to \$1,000.00 in the first year for new events and up to \$500.00 in the second year for the same event).

5. Please give specific details on how the funds being requested will be used to attract the event.

6. Please give details on other sources of funds to be used for targeting the event.

7. Please indicate the expected outcome of the event targeting exercise.
