



EVENT MARKETING FUND INFORMATION SHEET

Kawerau District Council supports the establishment of sustainable events that utilise the District's facilities and natural resources and have the ability to attract considerable attendance from the wider area.

Closing Date

The Event Marketing Fund is open for application all year. Allocation will be dependant on fund reserves.

Funding Available

Council allocates \$5,000 per year to this fund. Successful applicants are eligible for up to \$1,000.00 in the first year for an event and up to \$500.00 in the second year for the same event.

Who May Apply

Any person or organisation establishing an event in Kawerau which has the ability to deliver significant economic and/or social benefits to the Community may apply. Applicants need to demonstrate that the event is, or is likely to become, an annual event.

Projects which would not be eligible for this fund include arts or cultural events and community based events as these types of events are covered under the Creative Communities Scheme and the Community Development Scheme respectively.

How to Apply

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

- Specific details of the event being targeted
- Specific details on how the funds being requested will contribute to the success of the event
- Details of the income and expenditure for the event
- The expected outcome of the event
- Details on the expected economic benefit to the Kawerau Community.

Application forms are available from the Kawerau District Council offices, Ranfurly Court, Kawerau. For further information on our Event Marketing Fund download the Event Marketing Information Sheet and Event Marketing Application Form from our website www.kaweraudc.govt.nz or alternatively contact the Economic Development Officer ph 07 306 9009.

Accountability

Once the event has been completed, applicants must provide Council with a written report which includes:

- The outcome of the event and the probably reasons for success or failure
- How the grant was spent

- Evidence of expenditure such as receipts, invoices or signed statements by the organisation's accountant
- A report on the benefits of having received assistance

Need Further Assistance?

Please contact the

Economic Development Officer,
Kawerau District Council, Private Bag 1004,
Kawerau 3169
or phone 07 306 9009.