

Major Events Fund application form

Please ensure that you meet the [eligibility criteria](#), and read and agree to the [terms and conditions](#) of this fund before starting this application. All questions must be completed.

1. Organisation & Contact Details

Name of organisation: [Add](#)

Type of organisation:

(Please tick one)

☐ Charitable Trust

☐ Company

☐ Incorporated Society

☐ Other: [Add](#) _____

Organisation charities
commission or company
registration number:

(If applicable)

[Add](#)

GST number: (If applicable)

[Add](#)

Website:

[Add](#)

Social media:

[Add](#)

Postal address:

[Add](#)

Physical address:

(If different from above)

Add

Event manager, full name:

Add

Best daytime contact number:

Add

Email:

Add

**Alternative contact,
full name:**

Add

Best daytime contact number:

Add

Email:

Add

**List all key event organisers
involved in the management
and planning of this event:**

Add

2. Event information

Event name:

Add

Event concept:

(Elevator pitch,
200 words max)

Add

**Current event
status:**

(Check one only)

☐ New

☐ Existing

If existing:

Previous or current location: _____

Current or previous date: _____

Number of years operating: _____

Number of attendees: _____

Proposed event timing:

Date/s: *Add*

Time/s: *Add*

Reason for date selection:

e.g. seasonal, avoiding clashes, availability of operators/performers.

Add

Event frequency:

(Check one only)

☐ Annual

☐ Biennial

☐ One-off

Location/s and venue/s:

Add

3. Funding request

Fund:

(Check one only)

- ☐ Major Events Fund
☐ Strategic Growth Fund

Single year or multi-year?

(Check one only)

- ☐ Single year
☐ Multi-year

What are you requesting funding for?

(include two competitive quotes for items for requests for operational funding)

Event year

**Funding sought
(\$ amount)**

Allocated towards

Please note, community events are not eligible to apply for this fund. Alternative funding for community events can be found here: generosity.org.nz

4. Operational excellence

Detail prior major event delivery of the organisation:

Add

Detail prior major event delivery experience of the event manager:

Add

Provide two referees for previous events:

Referee 1

Name:

Email:

Phone:

Referee 2

Name:

Email:

Phone:

5. Economic impact and value

How many people do you expect will attend your event and where will they be from?

	Kāpiti	Wellington Region	National	International
Attendees/Spectators				
Participants/Competitors				
Exhibitors				
Crew, staff, volunteers, media, sponsors, officials etc.				

Strategic Growth Fund only – summarise how you plan to increase these visitor numbers in subsequent years.



Attach a business plan and marketing plan that shows how you plan to increase visitor numbers over a three-year period and how you will manage capacity operationally.

Summarise your plan here:

6. Budget

Indicate what funding and sponsorship you have sought for this event.

Include other Council funds you have applied for e.g. Creative Communities Scheme.

Organisation	Amount requested	In-kind or cash	Status (successful, unsuccessful, pending)

Are you aiming to achieve financial independence from Council Funding after the funding period?

☐ Yes

☐ No

If yes, describe how you will achieve that:

Will the event still proceed if funding is not received from Kāpiti Coast District Council?

☐ Yes

☐ No


Please detail any previous funding received from Kāpiti Coast District Council:

Fund	Amount	Report submitted (Y/N)

Is your event ticketed?

☐ Yes

☐ No

 Please attach a full budget indicating received and projected income, including ticket prices and categories.

7. Meeting the objectives of the Major Event Fund

Explain how your event will meet at least one of objectives 1, 2 or 3 of the fund:

Add

8. Alignment with Kāpiti Coast District Council Economic Development Strategy and Destination Management Plan

Links to these strategies are available here:

- kapiticoast.govt.nz/our-district/economic-development/strategy-for-supporting-economic-development
- kapiticoast.govt.nz/economic-development-strategy#dmp

How will your event showcase the Kāpiti Coast region to visitors? (200-word limit)

Add

How will you engage with other businesses across the region to assist them to build their profile during the period of your event? E.g. programmes and special offers with retailers, hospitality, or tourism operators (200 word limit)

Add

How does your event plan to execute environmentally sustainable practices?

 Please attach your waste minimisation plan. (200-word limit)

Summarise here

How does your event align with and/or leverage off other events in the wider Wellington region? (200-word limit)

Add

What leverage opportunities are available to Kāpiti Coast District Council? E.g. logo placement, banners at event, VIP function space etc. (200 word limit)

Add

9. Marketing your event


Target market alignment with the Destination Management Plan:
(Check one only)

- ☐ Explore Nature
- ☐ Wine, Food and Scenery
- ☐ Relaxation and Wellbeing
- ☐ Family Fun
- ☐ Knowledge Seeking

Explain why your event fits into your selected target market:

Add

Summarise how you intend to market the event locally, nationally and internationally (where appropriate) and through which media channels (e.g., radio, print, social media).

 Attach a detailed marketing plan showing timelines and deliverables.

Add

Will your event attract national media coverage? If so, detail which markets and what has been secured to date.

10. Meeting tangata whenua aspirations

If successful, will you be able to allocate some of the funds to translate and re-design your logo to include te reo Māori?

(Council will provide successful applicants support to achieve this)

☐ Yes

☐ No

Explain how your event meets any of the other Kāpiti Coast District **tangata whenua aspirations**:

Add

11. Meeting community aspirations

Explain how your event meets any of the Kāpiti Coast District **community aspirations**:

Add

12. Evaluating your event

What are your measures of success for this event?

Add

How will you know when you have met your measures of success?

Add

Explain how you will gather the attendee information required for reporting including the number of attendees at your event, where they are from, average spend per person, if they stayed in Kāpiti, Net Promoter Scores:

Add

13. Conflicts and disclosure

Please disclose any actual or potential conflict of interest, in particular (but not limited to), whether any Kāpiti Coast District Council employee or Councillor, or their immediate family, have any interest or involvement in the event:

Add

14. Declaration

(Please check)

- ☐ I confirm that I/we have read and accept the terms and conditions of the fund outlined in the Major Events Fund Guidelines.
- ☐ I understand that I will need to submit a Temporary Event Form to Council if I/we deliver this event regardless of the outcome of this funding application, if my event is in its first or second year of operation.
- ☐ I confirm that I/we have (or will obtain prior to the event) \$5million Public Liability Insurance coverage for the event.
- ☐ I confirm that I/we will have an event-specific Health and Safety Plan prior to the event date which complies with the requirements of the Health & Safety at Work Act, all approved AUS/NZ standards and generally complies with all Health & Safety legislation, regulations and by laws relevant for this purpose. This Plan will remain in force for the duration of our event and will not be amended or cancelled during this time. I/we confirm the following requirements will be part of the Plan:
 - A system is in place for the risk assessment, identification and control of hazards
 - Risk assessment control measures for hazards are reviewed at intervals appropriate to the running of the event
 - Health & Safety responsibilities are assigned to designated staff, that is, all those who work on the event, including volunteers
 - Organisation representatives have inspected the event location to ensure that the venue is as safe as reasonably practicable from causing harm to participants and attendees
 - An Accident and Hazard Register is kept on site
 - An emergency plan designed for our event is in place for dealing with a variety of emergencies
 - A Health & Safety briefing will be carried out with staff (including volunteers) prior to each session of the event and documented
 - All staff working at the event location have the necessary knowledge, skills and training to perform their job adequately, or they will be adequately supervised by a suitably experienced person
 - A system is in place to ensure the public is not endangered by activities carried out at the event venue.

Signature:

Add

Date:

Add

Name:

Add

Submitting applications

When submitting the below application form you will also need to include the following supporting documentation:

- ☐ Event project plan and timeline showing deliverables and deadlines
- ☐ Strategic Growth Fund only – three-year plan with deliverables and deadlines demonstrating how your event will grow into a Major Event
- ☐ Event budget showing received and projected income, ticketing categories, detailed expenses
- ☐ Competitive quotes if requesting funding for operational costs, at least two per item
- ☐ Event marketing plan showing deliverables and deadlines
- ☐ Organisation's latest financial accounts
- ☐ Health and Safety plan including COVID-19 risk assessment and implementation of Event Sector Voluntary Code, or indication of timeline and consequent planning for plans.

Email this form and required documentation to events@kapiticoast.govt.nz