

# Events and Festivals Sponsorship Funding Guidelines 2016/17



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## Events and Festivals Sponsorship Fund

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Christchurch City Council acknowledges the positive contribution events make to the city.

The purpose of the Events and Festivals Sponsorship Fund is to provide sponsorship to develop a city wide calendar of events that enhance Christchurch as a place to live and visit and to strengthen the distinctive lifestyle, qualities and identity of Christchurch.

Christchurch is now going through a transformational shift and new opportunities have arisen to regenerate the city and it's events. We are looking to increase public patronage to a broader offering of events, building the capacity of our events industry and developing creative concepts alongside the industry.

The key drivers for the council's involvement in events are:

- Stimulate interest in our natural surroundings through event themes or setting for events
- Delivering on Christchurch wide strategies such as for sport and recreation, arts and culture
- Events help to provide and promote the quality of lifestyle available in Christchurch, as an important factor in attracting the sharpest thinkers and innovators.
- Building a sense of connection amongst Christchurch's communities
- Strengthening community pride and making Christchurch a place where people want to live
- City economic impact effects i.e. audiences attracted to city events will normally spend money on transport, food, tickets and products associated with the event
- Reconnecting the people of Christchurch with the central city spaces and recognise and celebrate the progress as the city recovers and rebuilds
- Embrace the new creativity and innovation that has emerged in Christchurch

This guide outlines the city's event funding application process, eligibility requirements, the criteria applications will be assessed against and post-event requirements for successful applicants.

## Applying for funding

Before you apply for Events and Festivals Sponsorship Fund from the Christchurch City Council, please make sure you:

- read this guide carefully to ensure you fully understand the eligibility requirements, assessment criteria and any post-event requirements
- prepare any required information such as budgets, business plan, and communications plans
- provide all supporting information

Please submit your application by midnight, Tuesday, 5 April 2016.

Before you submit your application, please ensure that you review the funding checklist

A panel will review applications and submit them for consideration to the appropriate council meeting.



Kite Day

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## Eligibility

To be eligible to apply for support from the Events and Festivals Fund, the event and/or event organiser(s) must meet the following criteria.

- The event must be within the Christchurch City Council boundaries.
- The organisation responsible for the event must be a legal entity such as a trust, company or incorporated society, and must be able to provide evidence of this status if requested.
- The organisation must have no outstanding debt owing to Christchurch City Council or any Council Controlled Organisations.
- The event/organiser must fully declare any additional council, local board or council-controlled organisation funding, grant or koha/ donation for the event.
- The event cannot have already taken place as at the date scheduled for allocation of funds, August 2016.
- If the application is for a sporting event, the event must be officially recognised by the national body of that sport.
- The applicants must comply with all Christchurch City Council's regulatory and statutory requirements relating to the preparation and delivery of the event, including obtaining all necessary permits and consents.
- The event must be held within the planned timeframe.

*Please note: all events will require public liability insurance.*

## Ineligibility

Some types of events and event-related costs are not eligible for funding through this fund:

- private functions, lunches or dinners
- political events
- events that promote religious, ministry or political purposes
- events run solely for commercial profit or individual gain
- events that denigrate, exclude or offend parts of the community
- events that present a hazard to the community or pose a significant risk to the public or council
- if you have applied for other Christchurch City Council funding or grants for any areas of your event.
- events that have already been held
- purchase of alcohol.
- staff salaries and/or wages
- purchasing or leasing a motor vehicle
- rent or accommodation costs
- service and maintenance costs including utilities such as power and phone
- retrospective costs
- overseas travel
- debt repayments
- medical expenses
- prize money or entrance fees
- legal expenses
- events that have breached previous funding agreements with the council, including post-event reporting criteria, and where no commitment has been made to rectify this.



Classical Sparks

## Preparing your application

Please make sure that you are clear about the items for which you are applying for council support, once the decision has been made and approved by the council, these details cannot be changed.

## Key application requirements

- Complete all sections of the application form. Incomplete forms will not be considered.
- You must identify how your event aligns to the criteria of the fund.

There is no maximum amount that an event organiser can apply for. However it is not the Christchurch City Councils position to sponsor an event and be the main financial provider. The council is looking to support a number of events from the annual fund. There are however a number of events that the Council has committed to for the 2016/17 financial year.

## Supporting documents

Please make sure your application form is supported by the following documents

### **Events Business Plan (essential for new or developing events)**

An events business plan lists the key steps you will take to stage a successful event and serves to guide your event towards achieving its objectives and vision.

Your events business plan should set out and justify your event in a logical framework. The plan should act as a blueprint for the event and is a vital resource for potential investors and funders.

### **Marketing and Promotional Plan**

A communications plan should outline your communications and marketing objectives and all intended promotional and marketing activity, your media strategy, internal and external stakeholder communications activity, as well as a crisis management plan.

This plan should include dates and details about its implementation. Your plan will help the council to assess whether your event will be able to attract your target audience.

### **Event Budget**

A detailed budget outlining all event expenses and income is an essential part of the application for funding. Budget information should be based on quotes from suppliers you intend to use.

Ensure you include all the relevant regulatory costs involved in your event, such as resource consent fees, costs for the preparation of traffic management plans by an approved contractor, building consents etc.

Please note that council will not fund some event-related costs – refer to Ineligibility Criteria.

### **Company Details**

You must provide the structure and details of your company or a full list of trustees who are responsible for the governance of the trust and owner of the event.

## Assessment criteria

Eligible applications will be prioritised for support from the contestable Events and Festivals Fund based on the following criteria.

## Funding criteria

The support provided by the council will be based upon the assessed benefits of the event on the city as a whole.

### **Economic impact**

- stimulate economic activity
- increased revenue and exposure for all businesses
- increase national and International exposure

### **Ensuring we have a diverse range of events on offer:**

- is during the seasonal low points such as winter
- is unique or new
- fills an identified gap or priority such as:
  - celebration of Maori culture or significant occasion
  - youth events
  - music events
- is not directly duplicating a similar event or parts thereof in the city
- profile Christchurch and its diverse venues and open spaces

### **Positive community benefits generated by the event:**

- bring people together to share memorable experiences
- capability building of community organisations
- talent development and capacity
- cultural expression and engaging with the current and new diverse communities
- how events can work together to share resources

### **The amount of community support, involvement and/or active partnerships in the event from:**

- associated community, city or national organisations
- volunteers
- commercial sponsors
- non-government organisations
- charitable trusts.

### **For an existing event how effectively the event has been run in the past:**

- delivering a quality experience to the participants, volunteers and visitors
- meeting its stated objectives
- compliance with consents, permits and licenses
- financial performance



NZ Cup & Show Week

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## Other considerations

In addition to the above criteria, the following will be considered:

- the anticipated level of attendance including volunteer support, performers and/or competitors
- potential of the event to grow
- how accessible the event is proposed to be:
  - universally accessible
  - transport accessibility
  - cost, affordability relative to target market
  - open to anyone who wishes to attend and not constrained to a particular sector of the community
  - is successfully marketed through appropriate channels.
- whether the event is held once a year or biennial with a sound strategic plan for its development
- the degree to which the event is financially sustainable:
  - overall cost of the event relative to the scale and benefits of the event
  - proportion of funding contributed by the organisation
  - the ability to attract/leverage other funders and sponsors
  - the length of time the event has been run and its dependence on public funds
  - volunteer contribution, capacity and capability
  - how any profits generated by the event are distributed
  - working towards a strategy for the event to become more financially sustainable including retaining profits from previous events to underwrite the next event.
- the degree to which the event uses sustainable practices:
  - transport planning
  - sound environmental operations and works to promote green initiatives
  - respects the environment and promotes protection of key assets.
- whether the event is in the appropriate venue for its scale and type, and promotes new and existing spaces in the city
- extent to which the event adds to any cumulative impacts on the city, businesses and local communities. (relates to its timing and location relative to other events in the calendar)

## Disclosure of interest

All applicants must disclose if an Christchurch City Councillor or local board member or a council employee, or their immediate family, has any interest or involvement in the event in any way. This should be outlined in the space provided on the application form.

Any councillor or local board member involved can be present at any meeting where event sponsorship or funding is considered. However, they may not partake in the decision process.

## Assessment process

Applications for funding will be assessed initially by an internal panel. All final decisions are made by the Communities Housing and Economic Development Committee and Council.

## Successful applicants

Once funding has been approved, all successful applicants will receive a funding agreement. This is a formal contract which outlines what is expected of event organisers, the amount of funding the council is granting. The funding agreement will also outline the post-event reporting requirements for event organisers.



## Terms and conditions of funding

- The Events and Festivals Fund is capped. The council is not obliged to grant all of its fund in any year, nor to carry over unallocated amounts to future years.
- Christchurch City Council has the right to share application details within all units of Council and to consult with them on applications.
- The Events and Festivals Sponsorship Fund is limited to events and will not be applicable to conventions, conferences, trade shows and exhibitions. These types of activities are supported by Christchurch and Canterbury Tourism.
- The applicant should detail in their application any actual or potential conflict of interest (including anything which might have the appearance of a conflict of interest) which could compromise the decision on the application or bring the process into disrepute.
- All applicants must disclose to Christchurch City Council any other central government or local government funding sources for the event (either confirmed or in process), as well as any corporate or commercial sponsorship arrangements.
- Applicants must not directly or indirectly seek to influence Christchurch City Council's funding decisions in any improper or unethical manner (or in any way which might have the appearance of being so), nor attempt to solicit or garner non-public information from Christchurch City Council which might give an unfair advantage in the application process.
- Each applicant warrants that all information provided in relation to its application is true and correct in all material particulars, at all times, and is not misleading whether by omission or otherwise. Each applicant must disclose all matters likely to be material to Christchurch City Council's consideration of its application or which might have a bearing on the outcomes the council expects to be delivered from the funding.
- If circumstances or information changes after making an application, or after the council awards funding, the applicant must immediately notify Christchurch City Council.
- Each applicant consents to Christchurch City Council carrying out due diligence on its application, including the organisations and personnel involved, and relevant track records. The applicant consents to Christchurch City Council making due enquiries from third parties in this regard, and shall provide access to referees upon request.

## Issuing funding

Should your application for funding be successful, the following further documents will be required to facilitate your event through council. A meeting with a Christchurch City Council staff member will be required to initiate the process and ongoing meetings through out the time frame of receiving the funding.

1. A completed copy of the Christchurch City Council Event Permit Application – this is available from the Christchurch City Council Events Partnerships and Development Team.
2. Copies of all relevant forms or proof of regulatory compliance requirements such as resource and building consents, traffic management plans, environmental health (food hygiene/safety), liquor licensing and temporary signs.
3. A copy of your public liability insurance certificate
4. A full and final event budget.
5. Please note that express approval must be sought from council for the use of any Christchurch City Council's logos.

## Post-event requirements

After the event, all successful applicants will be required to formally report to the council on the following:

- how the conditions outlined in the contract have been met
- specific inputs, outputs and/or outcomes as outlined in the funding agreement have been achieved
- proof of delivery/success of the event for all measures stated in the application form
- an event evaluation by organisers (including feedback from event attendees) – this might include areas for event development or specific issues encountered at the event
- copies of receipts showing the expenditure of the funding or audited accounts
- detailed outline of all marketing and promotional achievements (i.e., list and include copies of newspaper ads or articles, approximate number of radio and television ads, copies of all promotional material produced, website statistics, and all other marketing material and achievements).
- audited attendance figures (spectators and event participants) including an outline of the methodology used and a breakdown of confirmed figures and estimated totals
- inventory of employment opportunities provided, list of full and part-time positions as well as staff hired for the implementation of the event.



Summertime, Brass Band

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## Events Partnerships and Development Team

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Or visit our website: [www.ccc.govt.nz](http://www.ccc.govt.nz)