

Whakatāne District Council - Event Sponsorship Guide

Why do we sponsor?

Whakatāne District Council supports events that attract visitors, contributes positively to our visitor economy and aligns with tourism goals.

Events framework and criteria

Event Category	Definitions	Support potential
Iconic event <i>More than 1500 visitors to the district</i>	• Unique to the Whakatāne District • Preference for shoulder-season events • Aligned to Whakatāne District brand • International and national media profile • Will attract domestic and international tourists • Attracts more than 1500 visitors to the Whakatāne District • Will attract strong support from the tourism industry and private sector • Annual event preferred. If one-off it must have a track record of success in other locations • Aligns with our tourism goals	• Eligible for up to 3 years funding • Cash and/or in-kind support • Logistical support • Marketing support We would require: • A business plan • Event budget
Large event <i>500 – 1500 visitors</i>	• Unique to the Whakatāne District • Strong national and regional media profile • Will attract domestic tourists (and internationals if they are already in New Zealand) • Preference for shoulder-season events • Aligned to Whakatāne District brand • Will attract support from tourism industry and private sector • Could grow to be an iconic event • Annual event preferred. If one-off it must have a track record of success in other locations • Aligns with our Place DNA	• Eligible for up to three years funding • Cash and/or in-kind support • Logistical support • Marketing support We would require: • A business plan • Event budget
Local and community events <i>Community grants, or Community Board funds</i>	• Each Community Board funds according to different criteria and available budget • Community events add to the vibrancy and social impact of the district	• Regulatory and logistics support

	• Contributes to diversity and character • Positive social outcomes	
Conferences or conventions	• Attract more than 100 visitors to the district	• May be eligible for funding support from the Council. • Logistical support by negotiation

If you are holding an event in the Whakatāne District, which is not eligible for funding from the events sponsorship programme, we can still assist you with promotion via our website www.whakatane.com and with social media activity.

Key information:

Whakatāne District Council has a reputation for holding well-executed, and safe events and this is a reputation we wish to maintain and grow.

- Please be aware that the funding pool is very limited.
- This sponsorship is ratepayer funded and requires strict accountability.
- Sponsorship is typically offered as either a one-off grant or diminishing seed funding over 1-3 years, with the expectation that events become financially self-sufficient.

Application checklist

- Applicants must be a legal entity (Incorporated Society, Trust, Association, or business recognised under the Companies Act 1993). Certificate or documentary proof required.
- The event must aim to be self-sustaining in the medium to long-term.
- The event must have documented support from other appropriate agencies and sponsors, and/or be financially sustainable.
- Event organisers are expected to submit funding applications at least six months before the proposed event.

Funding conditions

- Sponsorship funding may be offered as stepped payments linked to key performance targets and specific activities (e.g. meeting regulatory requirements, achieving agreed participant numbers, or providing post-event reports). Specific targets will be listed in the funding agreement.

Applications must include:

- Anticipated event attendance, including expected visitors to the district
- Summary of event history, including past attendance figures
- Proposed use of funds
- Marketing or promotional plan
- Other funding sources
- Current statement of financial position of the legal body
- Event budget projection
- Health and Safety plan
- Public Liability Insurance (if relevant)

Sponsorship acknowledgement requirements:

- Council staff must sight and approve the marketing plan before a funding agreement is signed.
- The Council logo must be used on all printed material, with prior approval from event staff.
- The Council must be acknowledged as a sponsor.
- Event organisers must set targets, monitor results and report outcomes including economic impact, visitor numbers and visitor source.

Before applying: Visit www.whakatane.govt.nz and select “organise an event” for regulatory requirements, checklists, and planning toolkits.