

Whakatāne District Council supports events that attract visitors, contribute positively to our visitor economy and align with tourism goals. Please complete this application after reading Whakatāne District Council - Event Sponsorship Guide which outlines the event fund criteria.

Organisation Details		
Legal Name of Organisation		
Organiser Contact Name		
Address		
Contact Phone No.		
Email		
Website		
Event Owner		
When did your organisation start?		GST No.
Event Details		
Event Name		
Event Date(s)		
Event Venue(s) / Locations(s)		
Event Description		
<i>Or attach event plan</i>		
Event Objectives		
Type of attendees or participants		
Anticipated No. of Participants / Spectators		
Goal of the event, Eg Commercial, Not for Profit		
Why have you chosen Whakatāne district for your event		

Event Benefits	
What key economic benefit does this event offer Whakatāne District?	
What amount of event budget will be spent locally? Please show breakdown in budget	\$
Outline or attach your marketing plan and investment	
Key community benefits including funds to be paid to community groups	\$
Funding	
Amount of Council sponsorship applying for & for what term?	\$
Please specify how any Whakatāne District Council funding be used?	
Have you received any funding from Whakatāne District Council in the past 3 years?	

Attendance Summary: You need to provide us with post event attendance data, so be careful to not over-estimate and please do not include entry fee/tickets or direct event costs in average daily spend

	Participants		Supporters (Separate adults & children)		Spectators (Separate Adults & Children)	
From	Quantity	Average Stay	Quantity	Average Stay	Quantity	Average Stay
From Whakatane District						
Domestic NZ but not from Whakatane District						
Overseas						

What type of accommodation are visitors staying in?

Type	Estimated percentage
Paid accommodation (hotel, motel, backpackers, rental bach, campgrounds)	
Unpaid accommodation (staying with friends, family or holiday homes)	
Campervan/Motorhome	

Please attach the following documents to support your application.

1. Business Plan – 3 year development plan for the event
2. Event Budget – include: total project cost, estimated income, confirmed sponsors with approx. values of cost or products, donations to local voluntary groups & local suppliers
3. Marketing Plan – include marketing outside of Whakatāne District, TV Radio, posters, social media, web & general sponsor benefits
4. Health & Safety Plan if available
5. Waste Management Plan if available

Declaration, in making this application I declare that:

- I am authorised to do so
- To the best of my knowledge, all key information has been disclosed and all information in the application is true and correct.
- If the application is successful, agree to enter with good faith into a Service Level Agreement & complete an Expenditure Declaration report to show how sponsorship has been expended.
- I will provide a post event report to Whakatāne District Council within 2 months of the event.
- The Council may collect from third parties any information it deems necessary about the applicant or the application.

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Full Name

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Position

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Signed

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Date

Any questions? Please contact Team Leader, Events-Kim Fort on 027 544 0867

Please send your application to:

Events Team
Whakatāne District Council
Private Bag 1002
Whakatāne 3192
Email to kim.fort@whakatane.govt.nz