

Horowhenua Major Events Fund - Expression Of Interest Form Preview

Your Details

* indicates a required field

Contact Details

Applicant

☐ Individual ☐ Organisation

Organisation Name

Title First Name Last Name

| | | |
|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
|----------------------|----------------------|----------------------|

Primary Applicant Full Name:

(If applying as an Organisation)

Phone Number *

Primary Email: *

Must be an email address.

Event Details

Your role in connection with the event:

eg Event owner, event delivery agency

Event Name: *

Venue/location:

Proposed event start date:

Must be a date.

Proposed event end date:

Must be a date.

Horowhenua Major Events Fund - Expression Of Interest

Form Preview

Duration of event:

(eg 3 days)

Is this event exclusive to Horowhenua? *

- ☐ Yes
☐ No

No more than 1 choice may be selected.

If no, where else is the event be held:

Provide a brief outline of the event: *

Word count:

Must be no more than 500 characters.

Is your event open to the public to attend? *

- ☐ Yes
☐ No

No more than 1 choice may be selected.

Is your event held within the Horowhenua District Council boundaries?

[Horowhenua District Council Boundaries](#)

- ☐ Yes
☐ No

No more than 1 choice may be selected.

Is your event accessibility friendly? *

- ☐ Yes
☐ No

No more than 1 choice may be selected.

Who do you expect your primary audience to be?

eg Families, young people, sports fans

How many people do you expect will attend your event in total?

- ☐ 1 - 999
☐ 1,000 - 1,999
☐ 2,000 - 2,999
☐ 3,000+

How many of these attendees do you expect will be Horowhenua residents (percentage)?

Horowhenua Major Events Fund - Expression Of Interest

Form Preview

Where do you expect the remainder of the attendees to come from?

- ☐ Manawatū-Whanganui Region
- ☐ Wellington Region
- ☐ Auckland Region
- ☐ Waikato Region
- ☐ Bay of Plenty Region
- ☐ Gisborne Region
- ☐ Hawke's Bay Region
- ☐ Taranaki Region
- ☐ South Island
- ☐ International
- ☐ Other:

What media attention do you anticipate this event to attract?

- ☐ Local media attention
- ☐ Regional media attention
- ☐ National media attention
- ☐ International media attention

Does your event directly align with a particular sector?

- ☐ Yes
- ☐ No

Tick all the sectors your event aligns with:

- ☐ Sporting
- ☐ Agriculture
- ☐ Arts and culture
- ☐ Food and beverage
- ☐ Music
- ☐ Education
- ☐ Health
- ☐ Business
- ☐ Adventure or nature
- ☐ Other:

Explain briefly how your event aligns to these sectors:

Word count:

Event Financial Information

* indicates a required field

Event Budget

What is the total budget required to deliver your event in Horowhenua: *

Horowhenua Major Events Fund - Expression Of Interest

Form Preview

Total funding requested from the Horowhenua Major Events Fund: *

Have you confirmed at least 30% of costs for your event? *

- ☐ Yes
☐ No

Where do you expect to obtain the remaining funding required for delivery? *

- ☐ Commercial partnerships
☐ Central Government
☐ Ticket Sales
☐ Other (Please specify below)

Please specify: *

Please provide a breakdown of estimated costs

Venue, Equipment Hire, Staff / Personnel, Entertainment, Advertising and marketing, Other:

| Expenditure | \$ |
|-------------|----|
| | |
| | |
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| | |

Budget Totals

Total Expenditure Amount

This number/amount is calculated.

Estimated Income

| Income | \$ |
|--------|----|
| | |
| | |
| | |
| | |
| | |
| | |

Horowhenua Major Events Fund - Expression Of Interest

Form Preview

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| | |

Income Totals

Total Income Amount

This number/amount is calculated.

Terms and Conditions

* indicates a required field

Horowhenua Major Events Fund Criteria

[Horowhenua Major Events Fund Criteria](#)

All events wishing to receive financial support from the Horowhenua Major Events Fund must meet the following requirements. Please tick the boxes to confirm your event meets these requirements. *

- ☐ Visitation: For Major Event Tier One funding, your event must attract 2000+ attendees and/or be a multi-day event OR to qualify for Strategic Growth Event Tier Two funding, your event must attract 1000+ attendees – predominantly of interest to specific sectors/industry.
- ☐ Alignment: Aligns with the Horowhenua District Council Long Term Plan and Community Outcomes.
- ☐ Financial: To qualify for Major Event Tier One funding, your event must generate a return greater than 3:1 on Council's investment OR to qualify for Strategic Growth Event Tier Two funding, your event must provide measurable benefit to the Horowhenua economy and a viable business plan that shows clear objectives and actions to show how the event can grow and become a major event.

At least 3 choices must be selected.

Which funding level category does your event align with: *

- ☐ Strategic Growth Fund
- ☐ Major Events Fund

How does your event align with the Criteria outlined for the Strategic Growth or Horowhenua Major Events Fund?

If you are successful in receiving Strategic Growth event funding, please detail what your plan is to develop the event into a Major Event in Horowhenua that meets the objectives of the fund.

Horowhenua Major Events Fund - Expression Of Interest

Form Preview

Is there anything else you would like us to know about the event?
Please use this space below.

By submitting this form, you are agreeing to have your details stored by Horowhenua District Council for further correspondence in regard to the funding application. By submitting this form you are also agreeing to the Terms and Conditions of the Major Events Fund.

[Horowhenua Major Events Fund Terms and Conditions](#)

I have read the Major Events Fund Terms and Conditions *

☐ Yes

Signature *

By typing your full name in the signature field, you confirm that you are the person completing the form and that you accept the information provided as accurate and true.

Date: *

Must be a date.