

# 2024/25 Major Events, Festivals and Films Sponsorship Application Form

## Form Preview

### Major Events Festivals and Films Sponsorship Application Form

Prior to the completion of the application, please ensure you make yourself familiar with the 2024/25 Major Events Sponsorship Program Guidelines which can be viewed on Council's website [here](#).

For further assistance, please contact the Events and Visitor Economy Team on 1300 292 442 or email [events@wagga.nsw.gov.au](mailto:events@wagga.nsw.gov.au)

The Major Events, Festivals and Films Sponsorship is for events held from the 1st July 2024 to 30 June 2025. Applications open Monday 4 March 2024 with four assessment windows per annum as follows:

- **Round One Application Due:**

Sunday 19 May 2024

- **Round Two Application Due:**

Sunday 14 July 2024

- **Round Three Application Due:**

Sunday 15 September 2024

- **Round Four Application Due:**

Sunday 15 December 2024

### Applicant Details

\* indicates a required field

#### Contact Details

To be eligible for funding your event must be supported by an organisation that is:

- a constituted body
- legal entity, such as an incorporated association
- has an active Australian Business number (ABN)
- or Australian Company number (ACN)
- or is a project that is auspiced by such organisations

Individual applications are not eligible to apply.

Organisations must have at least \$20 million in public liability insurance.

Events are based within or benefit the Wagga Wagga Local Government area.

**Organisation Name \***

Organisation Name

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Note: if you are not an incorporated organisation, you will need to be supported by an auspice organisation (see page 3)

### Postal Address \*

Address

  

Suburb State Postcode

### Contact Person \*

Title First Name Last Name

### Position

### Telephone \*

### Email \*

### Organisation status

- ☐ Incorporated association  
☐ Auspiced by an incorporated association

For information about incorporated associations, see <https://www.fairtrading.nsw.gov.au/associations-and-co-operatives/associations/about-associations>

### Incorporated Association or Australian Corporation Number

### Do you have an ABN \*

- ☐ Yes  
☐ No

It is a condition of funding that all applicants have an ABN.

### ABN

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	

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Entity type

Goods & Services Tax (GST)

DGR Endorsed

ATO Charity Type

[More information](#)

ACNC Registration

Tax Concessions

Main business location

Must be an ABN.

## Auspice Organisation Details

### Auspice Organisation Name

### Auspice Organisation Address

Address

  

Suburb State Postcode

Must be an Australian postcode.

### Auspice Organisation Contact Phone Number

Must be an Australian phone number.

### Auspice Organisation Email

Must be an email address.

### Auspice Organisation Incorporated Association or Australian Corporation Number

### Please attach signed letter of support by Auspice Organisation

Attach a file:

### Does the Auspice Organisation have an ABN?

- ☐ Yes  
☐ No

### ABN Lookup

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The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	<a href="#">More information</a>
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

## Event Details

\* indicates a required field

## Sponsorship Categories

### Incubator Events

New innovative events that are in their first or second year can apply for funding from \$3,000 - \$10,000

### Developing Events

Developing events that have been running for more than two consecutive years can apply for up to \$20,000

### Flagship Events

Events that have already received three years of funding through the Major Events, Festivals and Films Sponsorship Fund can apply for funding from \$10,000 - \$20,000. These events must display a strategy for future growth that includes the continued development of it's tourism potential to drive overnight visitation to the event.

### Out of Round Requests

Provides an opportunity for organisations to apply for funding for new or unplanned events that have not met the funding windows available through the Major Events, Festivals and Films Guidelines. A request for funding under this category can only be made once in the events lifetime for funds up to \$15,000.

Further details of each category can be found in the **Guidelines**

### What funding stream are you applying for? \*

- ☐ Incubator Event - \$3,000-\$10,000
- ☐ Developing Event - up to \$20,000
- ☐ Flagship Event - \$10,000-\$20,000

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☐ Out of Round Request - up to \$15,000

### Event Details

**Event Name \***

**Expected Event Date/s \***

**Venue/Location \***

**Provide a description of the event program and experiences \***

**How many years has the event been held \***

- ☐ First year
- ☐ 2 years
- ☐ 3 or more years

**Anticipated Number of Attendees \***

**Is this a paid or free event to attend? \***

- ☐ Paid
- ☐ Free

### Event Details

**Why do you think this event will work in Wagga Wagga? \***

How does this event align to Wagga Wagga's character and culture

### Event Scheduling

**Demonstrate how you have considered the scheduling of your event. \***

Outline other major events in the city and wider region that fall around/on your selected event date.

### Frequency

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### How many years do you intend on running the festival or event in our Local Government Area (LGA) \*

- ☐ The festival or event will return to the LGA the following year
- ☐ The festival or event will return to the LGA for 2 subsequent years
- ☐ The festival or event will return to the LGA for 3 subsequent years

### Funded Activity

### Will this event proceed without the Major Events, Festival and Film Sponsorship funding? \*

- ☐ Yes
- ☐ No

### Event Delivery

### Summarise the expertise of those who will be delivering the event. Include a list of previous events delivered by this group. \*

### Event Concept Plan

### Upload a copy of your event concept plan \*

Attach a file:

### Event Management Plan

### Upload a copy of your event management plan \*

Attach a file:

Your event management plan will demonstrate a sound operational, financial, marketing plan and risk management plan

### Event Promotion

### Is your event listed on the Australia Tourism Data Warehouse (ATDW)? \*

- ☐ Yes
- ☐ No

It will be a requirement of this funding that you list your event on ATDW. This is a free platform which feeds into the What's On Calendar for promotion on Visit Wagga Wagga's website.

### List below some examples of ways you are planning to market/promote your event \*

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Outline how you intend to acknowledge Council's support if your application is successful \*

Event Budget

\* indicates a required field

Event Budget

Upload a copy of your overall event budget \*

Attach a file:

Total event cost \*

\$

Must be a dollar amount.

Total funding amount requested \*

\$

Must be a dollar amount.

Event Budget

Outline the elements you are seeking WWCC to sponsor through the MEFFs.

Income	\$	Expenditure	\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$

Event Funding Summary

Total Income Amount

\$

This number/amount is calculated.

Total Expenditure Amount

\$

This number/amount is calculated.

Income - Expenditure

\$

This number/amount is calculated.

Financial Assistance

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**Has the organisation made other applications for financial assistance from Council for this event? \***

- ☐ Yes  
☐ No

Eg Fee Waiver, Annual Grants, ClubGrants

**Has your organisation made applications for financial assistance from other bodies for this project? \***

- ☐ Yes  
☐ No

Eg. Destination NSW, Regional NSW, other Sponsorship etc.

If yes, please complete the table below:

Funding Body	Date Application Lodged	Amount Sought	Amount Granted
		\$	\$
		\$	\$
		\$	\$
		Must be a dollar amount.	Must be a dollar amount.

## Strategic Alignment and Sustainability

\* indicates a required field

### Strategic Alignment and Sustainability

**Outline the long-term vision for the event, including financial sustainability, event development initiatives and plans for growth \***

**Will this be a request for recurring/multi-year funding? \***

- ☐ Yes  
☐ No

**If yes, please attach a Business Plan for the next three years with projected budgets and objectives. Annual reporting will be required to meet the conditions for funding each year of the agreement. PLEASE NOTE: Maximum agreement term three years.**

Attach a file:

Please refer to "Flagship Event" in the 2022/23 Event Sponsorship Program Guidelines for eligibility and criteria for Multi-year sponsorship.

## Economic and Tourism Impact



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\* indicates a required field

### Visitor Attendance

**Explain how your event will increase the profile of Wagga Wagga? \***

**Estimate how many people will attend the event \***

Must be a number.

The total attendance (visitors and residents)

**Estimate how many people will attend the event from outside the Wagga Wagga LGA \***

Must be a number.

**Estimate how many people attending the event will stay overnight in Wagga Wagga? \***

Must be a number.

**Estimate the potential length of stay for these overnight visitors \***

Must be a number.

**How did you estimate these numbers? \***

**What initiatives and/or cross promotion will you undertake to encourage increased length of stay for event attendees? \***

**How will you accurately calculate the number of people attending your event including the level of visitation from outside the region and the overall experiences of the event attendees? \***

### Visitor Spend

Based on Tourism Research Australia data:

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- the average spend for visitors day tripping from outside the region to Wagga Wagga is **\$150** per day.
- the average spend for visitors travelling from outside the region to Wagga Wagga is **\$227** per night.
- the average spend for visitors travelling from outside the region to Wagga Wagga for sporting events is **\$264** per night.

### Total expenditure for estimated day trip visitors? \*

\$

Must be a dollar amount.

### Total expenditure for estimated overnight visitors? \*

\$

Must be a dollar amount.

## Event Benefits

### Demonstrate the ways you will develop strong partnerships with local businesses.

\*

### How and why is the proposed event important to the community? \*

## Additional Information

### Please upload any additional information (if applicable)

Attach a file:

## Declaration, Review and Submit

\* indicates a required field

## Privacy Notice

In compliance with the *Information Privacy Act 2009* (the Act) personal information on this form may be stored in City of Wagga Wagga's records database and may also be used for statistical research, information provision and evaluation of services. Your personal information may be provided to the financial institution which handles City of Wagga Wagga's financial transactions and may be disclosed to other agencies and third parties for purposes related to this application and/or monitoring compliance with the Act. Except in these circumstances, personal information will only be disclosed to third parties with your consent unless otherwise required or authorised by law.

Declaration:

I declare that all the information supplied in this application form and any attachments, are true and correct to the best of my knowledge and that the application has been submitted with the full knowledge and agreement of the management of the organisation or association or business. Wagga Wagga City Council is to be notified of any changes to the information supplied and any other information of circumstances arising that may affect this application.

1. Name of primary contact person \*

Title	First Name	Last Name

Position

Date \*

Must be a date