

How do I apply for Events and Festival Funding?

Christchurch City Council has always been a leading events and festival city in New Zealand. It currently hosts a festival in 11 of its 12 months.

In December 2006 a new events strategy was launched for the next 10 years which aims to lead New Zealand with the following vision:

Our events inspire passion for the lifestyle qualities and identity of Christchurch

The strategy looks to develop some of our strong community events into more visitor focused events and continue to lead the country with community festivals to achieve Council outcomes. Events will be promoted nationally via BeThere.co.nz and will be based on the Four Seasons.

Funding will be allocated annually or for up to three years depending on the level of funding you think your event best suits. Below are the sorts of events that Christchurch City Council will sponsor through the Events and Festivals Fund.

Each funding level requires certain criteria and your event will need to satisfy this criteria to be considered. If your event does not suit this criteria you may wish to look at the Community Group Grants or other Funding sources such as Community Trust, Eureka Trust, Pub Charities.



Festival and Events Funding Levels

Icon	<p>One or two events which significantly bring national and international visitors into the city (\$10m+ direct expenditure), help build sector capacity, are unique to Christchurch and help promote the Garden City and lifestyle qualities of the city</p> <p>Examples: NZ Cup and Show Week, Food and Wine Festival</p>
Major	<p>Events which bring \$1m direct expenditure to the city, can be one- off, generate significant media exposure and are preferably on in the 'off' or shoulder season, and reach a strategic target market</p> <p>Examples: Christchurch Arts Festival</p>
Metropolitan Community	<p>Events which add value to the city's image and support other Council community outcomes, by attracting at least 8,000 people per day, maximising community outcomes and reaching a strategic target market</p> <p>Examples: Classical Sparks, Chinese Lantern Festival</p>
Small Community	<p>Events which bring people together from across the city and cannot apply to Community Boards for funding. They help celebrate a particular community and celebrate the diversity of the city</p> <p>Note: this fund is given to a particular event only once every three years</p> <p>Example: Peace Anniversary Festival</p>
Sports	<p>Sports events will be considered across the above four categories. For international, national and regional sports events please contact the Sports Services Team on 941 8999 or at sportsdestination@ccc.govt.nz or visit www.sportsdestination.christchurch.org.nz</p> <p>Example: World Bowls, World Netball Champs, Coast to Coast</p>
Local	<p>Urban village based, appealing to parts of the city, celebrating the diversity or other aspects of communities in Christchurch. Contributes positively to achieving Strategic Directions and other Council strategies. Apply to your Community Boards for this fund</p> <p>Example: Affirm, Culture Galore</p>
Community Grants	<p>The Community Group Grants are open to funding applications requesting less than \$5,000. These events will be assessed against other community projects</p> <p>Example: Date Palm Film Festival</p>

How do I apply?

What do you have to do to apply?

You will need to present us with the following:

- Events and Festivals Application Form (*download from BeThere.co.nz*)
 - This includes information on you and your organisation and brief event details
- A sponsorship proposal based on whichever 'level' of sponsorship you would like to apply for: Icon, Major, Metropolitan Community or Community
 - The proposal must cover key questions and measures depending on the level of event funding you are proposing outlined in the Funding Framework
 - Business Plan - up to 3 years if you are looking for 3 year funding
 - Marketing and Promotion Plan (local and national if required)
 - Budgets
 - References to vouch for your organisation's track record

Timing

The major funding round for events and festivals will close 20 March 2009. Anyone looking at applying for Icon event funding will need to contact **joanna.blair@ccc.govt.nz** as this will go to Council in April 2007.

International sports bids or funding for events which grow a sport are managed by the Sports Services Team and are received on a case by case basis throughout the year. Contact Sports Services on 941 8999 or **sportsdestination@ccc.govt.nz** for more information.

Funding will be committed for up to 3 years for some events, and up to 1 year for others. Three year funding will be reviewed after each year to ensure the event is performing. In 2010 there will be a revision and update of the events. The funding model may be revised as part of this process.

Note: we need at least six months notice if we are to sponsor an Icon, Major or Metropolitan Community event.

We suggest any event has 1 years planning to cover sponsorship, marketing and production stages.