

# District Event Sponsorship Application Form



APPLICATION FOR DISTRICT EVENTS SPONSORSHIP

Event Name

## Application details

*please print clearly*

Name of  
Organisation

Contact  
name

Position

Postal  
address

Telephone number  
*include area code*

Email

Company/organisation number

Event dates

dd/mm/yy – dd/mm/yy

*What are the goals of your organisation?*


*Describe the specific purpose the event sponsorship is required for.*


*Continued next page*



Please describe how your event meets our the following district events fund criteria;

#### Contributes to economic wellbeing

Extent to which the event encourages visitor spend in the district (estimated spend per head).

Increases the number of events during the off-peak or shoulder season.

#### Aligns with Council's Economic Development Strategy (events)

Extent to which the local economy and community benefit from the event.  
For example, utilising local contractors, or working with community organisations.

Capability, capacity and experience of the organiser to deliver the event.

#### Contributes to a vibrant district

Extent to which it will increase vitality in the district providing an opportunity for people to have fun/enjoy the event.

#### A connected community

Likely to contribute to a positive perception of "sense of place".

#### Contributes to a safe district

The proposal demonstrates a high level of health, safety and risk awareness.

#### Profiles the Thames-Coromandel area and its diverse localities

Extent to which the event could attract non-resident ratepayers to visit and /or live.

Extent of proposed national and regional media profile.

Potential for an event to become a regular event that is unique to the Coromandel or part of an event series that is held on a national scale in several locations.



## Information enclosed with application

*Please enclose the following with your application form*

- Statement of Income and Expenditure for previous financial year.
- A business plan with budget projection for the next 12 months.

## Declaration

In making this application I declare that:

1. I am authorised to do so.
2. To the best of my knowledge all key information has been disclosed and all information in the application is true and correct.
3. If the application is successful, agree to enter with good faith into a Service Level Agreement or to complete an Expenditure Declaration stating how the sponsorship has been expended.

*I agree with the declaration stated above, for and on behalf of the organisation.*

Full name

Designation

Signed

Date (DD/MM/YYYY)

Please send your completed application to:

**District Events Sponsorship  
Thames-Coromandel District Council  
Private Bag  
Thames 3540**

Or, email your completed application to:

**customer.services@tcdc.govt.nz**