



### **Mackenzie Regional Event Fund Application**

Please make sure that you have read and agree to the Mackenzie REF Fund Terms and Conditions, and the Mackenzie REF Application Guidelines **before** starting this application.

Please note the supporting documentation required to be submitted together with this application form is as follows:

- 1) Event business plan – approx. 1-2 pages including information on:
  - The event vision, purpose and goals/objectives
  - A financial assessment and funding for the event
  - Governance and management of the event
- 2) Event budget
- 3) Event marketing plan (approx. 1-2 pages)
- 4) Indication of timeline and implementation of Event Health & Safety, Risk Management and Covid-19 compliance & planning e.g. mandatory record keeping, contingency planning, cancellation policies.

Please complete your answers under the questions in each section. If you have any questions, please email [contact@mackenzienz.com](mailto:contact@mackenzienz.com)

Mackenzie Regional Event Fund Investment will be targeted with a specific focus on events that:

- Promote tourism and attract visitors - increasing visitor nights and promoting longer stays, encouraging increased tourism spend.
- Support the Tiaki promise and the Mackenzie values
  - **Manaakitanga** - Hosting and looking after our visitors
  - **Kaitiakitanga** - Guardianship of natural resources
  - **Kotahitanga** - Strength is not that of an individual but that of the collective working together
  - **Whaihua** - Focus on Increasing Value
- Generate positive exposure for the region & create opportunities to enhance the Mackenzie's profile
- Create long-term legacy for the Mackenzie
- Sustainability –
  - Long term event sustainability, the ability to build a sustainable business model beyond this funding
  - Environmental sustainability, showcase strategies in place to mitigate the impact to our environment and reduce waste
- Events which bring significant benefits from outside of the Mackenzie region

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*Eligible applications will be assessed using the information given as answers to each question in the application form, as well as required supporting documentation. Applicants will need to answer each question and ensure they have provided the appropriate supporting documentation.*



### Organisation Information

**Organisation name:**

**Type of organisation (e.g., charity, company):**

**Organisation registration number (if applicable):**

**GST number:**

**Organisation website:**

**Previous experience of holding events: (please list in chronological order starting with the most recent and include a brief description as to what your organisation's involvement/role was with the event):**

- 1)
- 2)
- 3)
- 4)

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### 1. Key Contact Information

**Full name:**

**Role:**

**Phone Number:**

**Cell Phone Number:**

**Email:**

**Postal Address:**

**Physical Address (if different from postal):**



Alternative contact full name:

Alternative contact phone number:

Alternative contact email:

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## 2. Event Information

Name of the event:

Event frequency (e.g.: annual, biennial):

Event concept (explanation including what attendees can expect to experience at the event):

Proposed event start/finish dates:

Duration (how many days will the event run for, including registration day etc.):

Reason for the selected dates (i.e. is the event seasonal):

Will the event, or any component of the event, be held in any other location this year, or in future years? (If yes, please explain when and where)

Has the event been held previously? (If yes, please explain when and where?)

Proposed event location and venue/s:

Programme features:

Audience profile (who will attend the event):

Past attendance numbers (if applicable):

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### 3. Aims and Objectives

Reasons for holding the event:

Outcomes sought:

Social, cultural, and economic goals:

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### 4. Assistance Requested

Financial assistance sought from the Regional Event Fund (\$ value):

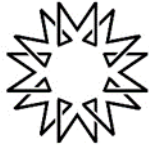
What will the funding be allocated towards (including a breakdown)

Funding amount	Allocated towards

## 5. Economic Impact and Value (expected)

Attendance from Mackenzie	Number of attendees
Spectators	
Participants/Competitors	
Exhibitors	
Officials & Volunteers	
Media	
Delegates	
Support Staff	
<b>Total</b>	

Visitation from The Rest of NZ	Number of attendees	Average length of stay (e.g. x nights)
Spectators		
Participants/Competitors		
Exhibitors		
Officials & Volunteers		
Media		
Delegates		
Support Staff		
<b>Total</b>		



**Mackenzie  
Region**  
New Zealand

Please explain how you calculated the figure and provide any supporting evidence:

Estimated expenditure by participants & spectators	Average spend per person (daily)
Local	
National	

## 6. Evaluation

Please outline how you intend to evaluate the event? There is a level of reporting required for the event to meet funding requirements. These will be stipulated in the contract if the application is successful. (e.g. total event attendance)

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## 7. Media Exposure

Please explain how you intend to market the event locally and nationally and through which media channels (e.g. radio, print, social media). Please also include the proposed timing for when the event will be in market.

Will your event attract television coverage?



## 8. Finance

What total funding has been secured for the projected event income outside of Mackenzie Region investment, and from what sources? Please ensure this is also detailed in your attached budget.

Authority	Funding amount (please indicate secured or pending)	Allocated towards
Government		
Regional Tourism Organisation		
Charitable Trusts/Foundations		
Commercial Support		
Other		

Will the event still proceed if investment was not provided from Mackenzie Region?

How would funding be used to achieve a greater return for Mackenzie Region?

**Is your event a ticketed event? if so, please specify ticket prices and categories**

**If you intend to run the event in future years, what is your long-term financial goal for the event in becoming financially self-sustainable? Please detail your plan.)? I.e. how do you plan to continue the event successfully without funding support from Local Government? This information should also be included within your attached Event Budget.**

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#### **9. Alignment with Mackenzie region strategy, goals, and objectives**

What is your plan to drive visitation to Mackenzie region?

How does your event align with the Mackenzie values & narrative?

How does your event plan to execute environmentally sustainable practices? (200 word limit)

### What leverage opportunities are available to the Mackenzie Region

Where applicable, please indicate in the below table benefits that are available for Mackenzie region through partnering with the event:

Marketing & Communications		Benefits available
Print	Advertisement in associated magazines / official programs	
	Editorial feature in magazine	
Digital	Logo recognition and placement on website	
	Social media footprint <ul style="list-style-type: none"><li>- Facebook</li><li>- Twitter</li><li>- Instagram</li><li>- LinkedIn</li><li>- YouTube</li></ul>	
Signage	Logo recognition / partner signage <ul style="list-style-type: none"><li>- E.g. Media backdrop, Placement within venue</li></ul>	
Media	PR opportunities & promotional activities	
Ticketing & Access	Tickets – VIP, Tickets - General admission, Pre-sale offers to employees	
	Access to talent / keynote speaking engagements	

### 11. Summary

Why do you think Mackenzie Regional Events Fund should invest in your event? (200 word limit)

**How do you think Mackenzie Regional Events Fund could add value to your event? *(200 word limit)***

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## 12. Declaration

Name of Organisation :

Signature:

Date:

**You acknowledge and agree that by submitting this funding application**

- a. You have read and accept the attached Mackenzie Regional Events Fund Terms and Conditions;**
- b. You understand that if your application is successful, this funding application will form part of the legally binding funding agreement, which you will receive on approval of your application.**

On completion of this funding application *please send a pdf version* to [contact@mackenzienz.com](mailto:contact@mackenzienz.com) along with the following supporting documentation (also mentioned at the start of this form):

- 1) Event budget**
- 2) Event marketing plan**
- 3) Event business plan – approx. 1-2 pages including information on:**
  - The event vision, purpose and goals/objectives
  - A financial assessment and funding for the event
  - Governance and management of the event
- 4) Indication of timeline and implementation of Event Health & Safety, Risk Management and COVID-19 planning including mandatory record keeping planning.**

**You should print a copy of your funding application, the Mackenzie Regional Events Fund Terms and Conditions and the Mackenzie Regional Events Fund Application Guidelines for future reference.**

### **Contact Us**

53 Main Street, Fairlie 7925

**[www.mackenzienz.com](http://www.mackenzienz.com)**

**Email: [contact@mackenzienz.com](mailto:contact@mackenzienz.com)**