

Event Funding Guidelines



QLDC Events Fund

The Queenstown Lakes district offers amazing locations for events, catering to diverse interests with a range of sports, arts, cultural, commercial, community and family events on offer.

The Queenstown Lakes District Council (QLDC) aims to ensure these events are successful, use sustainable practices and have a positive impact on the district's communities, visitors, economy and environment.

This guide outlines QLDC's event funding application process, criteria and eligibility requirements.

Applying for funding

Before you apply to the annual QLDC Events Fund, please make sure you:

- make contact with the QLDC Events Office to discuss your event and planned funding application (events@qldc.govt.nz).
- review the application form questions, available on the [QLDC website](#).
- prepare all supporting information you need to provide with your application.

The current funding round opens on: Monday 3 April 2023. Please submit your application by Sunday 30 April 2023.

Applications received after this date will not be eligible for consideration in this funding round.

Funding panel

The funding panel will review applications and submit them for consideration to Council.

The funding panel consists of:

- QLDC Strategy and Policy General Manager.
- Four Councillors selected by the Mayor.

Independent advice will also be sought by the panel as deemed necessary for events of national significance or subject to national funding.

Eligibility

To be eligible to apply for support from the QLDC Events Fund:

- Part or all of the event must be held within the Queenstown Lakes District.
- The event owner must be a legal entity such as a trust, company or incorporated society, and must be able to provide evidence of this status if requested.
- The event owner must have no outstanding debt owing to QLDC.
- The event owner must fully declare any additional council or local board funding, grant or koha/ donation received for the event.
- The event owner and the event manager (if different from the owner) must comply with all QLDC regulatory and statutory requirements relating to the preparation and delivery of the event, including obtaining all necessary permits and consents.
- The event must be held within the planned timeframe and must be scheduled for after 30 June 2023.
- The event must have public liability insurance.

Ineligibility

Some types of events are not eligible for funding through the QLDC Events Fund, including:

- conventions, conferences, seminars and tradeshows.
- private functions, lunches or dinners.
- marketing programmes.
- events that denigrate, exclude or offend parts of the community.

- events that present a hazard to the community or pose a significant risk to the public or council.
- events that have already been held or are scheduled before 30 June 2023.
- events that have breached previous funding and legislative agreements with the council, including post-event reporting criteria, and where no commitment has been made to rectify this.

Some event-related costs are not eligible for funding through the QLDC Events Fund, including:

- purchase of alcohol
- staff salaries and/or wages
- purchasing or leasing a motor vehicle
- purchase of assets
- rent or accommodation costs
- service and maintenance costs including utilities such as power and phone
- retrospective costs
- overseas travel
- debt repayments
- Trust or normal business costs ie rent
- prize money or entrance fees
- legal expenses
- marketing costs including websites.

If you are unsure or have any queries about the eligibility criteria, please contact the Events Office.

Key application information

QLDC will fund up to six major events requesting over \$30,000 each year.

Some of the QLDC Events Fund may already have been committed to applications made in the previous funding round.

There is no dollar limit on the amount that an event manager can apply for. However, QLDC will only fund up to a maximum of 25 percent of the total event cost.

Events are evaluated on their individual merits and how they combine with other events to contribute to our vision for a balanced event portfolio.

Supporting documents

Please refer to the funding application form for the full list of documents that need to be provided along with your application.

Event Business / Strategic Plan (essential for new or developing events)

An Event Business Plan / Strategic Plan lists the key steps you will take to stage a successful event and serves to guide your event towards achieving its objectives and vision.

Your Event Business Plan / Strategic Plan should set out and justify your event in a logical framework. The plan should act as a blueprint for the event and is a vital resource for potential investors and funders.

Marketing / Communications Plan

A Marketing / Communications Plan should outline your communications and marketing objectives. This must include all intended promotional and marketing activity, your media strategy, internal and external stakeholder communications activity, and a crisis management plan.

This plan should include dates and details about its implementation. Your plan will help the council to assess whether your event will be able to attract your target audience.

Event Budget

A detailed budget outlining all event expenses and income is an essential part of the application for funding. Budget information should be based on quotes or estimates from suppliers you intend to use.

Ensure you include all the relevant regulatory costs involved in your event, including but not limited to resource consent fees, permits, costs for the preparation of traffic management plans

by an approved contractor and building consents.

A sample budget is provided for you to refer to in completing your application.

Please note that council will not fund some event-related costs – refer to Ineligibility.

Assessment criteria

The support provided by QLDC will be based upon the assessed benefits of the event to the district as a whole.

Depending on the nature and scale of the event and the level of funding being sought, different considerations will carry different weight in the evaluation process. Regardless of whether the event is of a community or commercial nature, all of the criteria will be taken into account.

The key assessment criteria are:

- environmental sustainability

Does the event have practices and plans in place to minimise waste and reduce carbon emissions?

- economic impact

How will the event stimulate economic activity in the local area and increase national and international exposure for the district?

- event diversity

Does the event offer a new or unique experience, fill a gap in the event portfolio or take place in any seasonal low points?

- positive community benefits

How will the event bring people together, celebrate diversity and contribute to community pride and identity?

- financial sustainability

Can the event show it is self-sufficient, attract other sponsors and reduce reliance on public funding?

Other considerations

In addition to the above criteria, the following aspects of the event will also be considered:

- anticipated level of attendance including volunteer support, performers and/or competitors
- potential to grow, and does the event owner have a sound strategic plan for its development?
- impact on the district, businesses and local communities, in relation to its timing and location relative to other events in the calendar, and the tourism seasons

Is the event:

- in the appropriate venue for its scale and type?
- promoting new and existing public spaces in the district?

Disclosure of interest

All applicants must disclose if a QLDC Councillor, local board member or employee, or their immediate family, has any interest or involvement in the event in any way.

Successful applicants

Once funding has been approved, all successful applicants will receive a funding agreement. This is a formal agreement which outlines what is expected of event managers, conditions of the funding and the amount of funding the council is granting.

The funding agreement will also outline the post-event reporting requirements for event managers.

Terms & conditions of funding

QLDC has the right to share application details within all units of Council and to consult with them on applications.

All applicants must disclose to QLDC any other grants or funding sources for the event (either confirmed or in process), as well as any corporate or commercial sponsorship arrangements.

Applicants must not directly or indirectly seek to influence QLDC's funding decisions in any improper or unethical manner (or in any way which might have the appearance of being so).

Applicants must not attempt to solicit or garner non-public information from QLDC which might give an unfair advantage in the application process.

Each applicant consents to QLDC carrying out due diligence on its application, including the organisations and personnel involved, and their relevant track records.

The applicant consents to QLDC making enquiries of third parties in this regard and will provide access to referees upon request.

Issuing funding

Should your application for funding be successful, the funding will only be paid out once all post-event requirements are met. This means that all council venue hire costs, permit and consent fees must be paid prior to receiving the approved funding.

QLDC reserves the right to withhold funding if it deems an event has fallen short of delivering what was committed to as part of the funding application.

QLDC reserves the right to withhold funding if it deems an event has not met the terms and conditions of the funding agreement, hire agreements, permits or consents issued by QLDC for the event.

Branding and support

QLDC expects that all successful applicants will acknowledge the funding support received including clearly displaying the QLDC logo provided as a recognised supporter in all promotional materials. QLDC will provide a logo in the required format, with usage and design guidelines.

Post-event reporting

After the event, all successful applicants will be required to provide a Post-Event Report which will include

- How the conditions outlined in the funding agreement have been met
- An event evaluation including event attendance and feedback from attendees
- How the event brought about a benefit to the community
- The environmental impact of the event
- Copies of receipts or audited accounts showing how the funding was spent.

Post-event reporting is a critical commitment of the funding agreement. Failure to provide an adequate post-event report may impact on future funding decisions.