

Fund Eligibility

Nelson City Council Economic Events Fund

Nelson City Council (NCC) has an Events Fund to strengthen the region and its identity, stimulate a prosperous, vibrant and engaged community and deliver value at the right time.

The NCC Economic Events Fund supports predominantly economic objectives and is managed by the Nelson Regional Development Agency (NRDA). The application form clarifies where the majority of benefits fall and the assessment process will take all benefits into account.

* indicates a required field

If you have any questions or wish to know the Application Deadlines and Events Development Committee meeting dates please refer to the nelsontasman.nz/about-us/major-events/ncc-economic-events-fund/ website or contact the Events Lead at the Nelson Regional Development Agency via email events@nelsontasman.nz

Confirmation of Eligibility

* indicates a required field

The Applicant confirms that the event:

- will align with the [Nelson City Events Strategy](#).
- is run by a legal entity or organisation.
- is not already sponsored through another Nelson City Council fund.
- is not taking place prior to an event funding decision being made. Check here for application deadlines and Events Development Committee Meeting Dates: nelsontasman.nz/about-us/major-events/ncc-economic-events-fund
- is not primarily political event, a protest or for the purpose of religious persuasion.
- is not primarily for the purpose of fundraising or transferring funding to another party.
- is not a private function, lunch, dinner, meeting, convention. 'Private' is defined as any event where the general public aren't able to attend or purchase tickets.
- is not a stand-alone installation or exhibition.
- is not for research, feasibility or evaluation of events outside the event itself.
- does not support business as usual operations, general salaries, rents or other overhead costs except as a proportion of the total event costs.
- does not support repairs/maintenance or capex projects.
- does not pose an unacceptable level of risk to the health and safety of participants.
- will not injure or adversely affect Nelson City Council's name, reputation or business.
- does not occur outside [Nelson City Boundaries](#).

The Applicant also confirms they:

- are not requesting more than 50% of the event's total expenses.
- do not have outstanding debt with Nelson City Council.

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- have not breached previous funding agreements with Nelson City Council including post-event reporting requirements.

You must confirm that all statements above are true and correct *

- Yes
 No

If you are unable to select 'Yes' please contact us at events@nelsontasman.nz to discuss your event.

Organisation Details

* indicates a required field

Organisation Name *

Organisation Name

Applicant Name *

First Name

Last Name

Applicant Position *

Applicant Phone Number *

Must be a New Zealand phone number.

Applicant Email *

Must be an email address.

Applicant NZ Charity Registration Number (CRN)

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

New Zealand Charities Register Information
Charity Registration Number
Organisation Name
Other Names
Status

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Street Address
Postal Address
Telephone
Fax
Email
Website
Date Registered

Must be formatted correctly.

Applicant NZBN

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

New Zealand Companies Register Information
NZBN
Entity Name
Registration Date
Entity Status
Entity Type
Registered Address
Office Address

Must be formatted correctly.

Attach Certificate or documentation confirming legal entity *

Attach a file:

Please provide your GST number if your organisation is registered for GST

Must be a number.

Event Manager Contact if different from above

First Name

Last Name

Phone Number

Must be a New Zealand phone number.

Email

Must be an email address.

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Event Website *

Must be a URL.

Social Media - List any of your active social media accounts and followers per platform.

Word count:

Must be no more than 100 words.

Describe the event organiser experience in managing events and finances to demonstrate the level of expertise in these areas. Include an outline of key personnel and the governance structure. *

Word count:

Must be no more than 200 words.

Attach evidence of event organiser experience, if available.

Attach a file:

Confirmation of Event Liability Insurance *

Yes No

Event Details

* indicates a required field

Event name *

Brief Description of the Event *

Word count:

Must be no more than 100 words.

Event Start Date *

Must be a date.

Event End Date *

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Must be a date.

Event times *

Frequency of the event *

One-off Annual Biennial
Other

At least 1 choice and no more than 1 choice may be selected.

Event venue(s) *

Word count:

Must be no more than 50 words.

Seasonality is important in Nelson. Why are you holding the event at this time of year? *

Is the event exclusive to Nelson City. If not, where else is the event held *

Word count:

Must be no more than 50 words.

Has the event been held before in Nelson City. Provide details *

Word count:

Must be no more than 50 words.

How will your event meet the needs and objectives of the [Nelson City Events Strategy](#)?

Please refer to the strategy and make notes against each of these 5 Guiding Principles below.

- Strategic Alignment
- Delivery Against the Nelson City Events Strategy 5 Objectives
- Seasonality
- Capacity to Deliver Outcomes
- Context for Support

Strategic Alignment: *

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Word count:
Must be no more than 200 words.

Delivery Against Nelson City Events Strategy 5 Objectives: *

Word count:
Must be no more than 200 words.

Seasonality: *

Word count:
Must be no more than 200 words.
If there is a particular reason why your event is held at this time of year please explain. e.g. National or International event scheduling requirements.

Capacity to Deliver Outcomes: *

Word count:
Must be no more than 100 words.

Context for Support: *

Word count:
Must be no more than 100 words.

How does your event align with the [Nelson Tasman Destination Management Plan](#)?

*

Word count:
Must be no more than 200 words.

What is the event vision and objectives? *

Word count:
Must be no more than 100 words.
e.g. To build the biggest biking festival in Aotearoa showcasing the Nelson trails and attracting at least as many international attendees as domestic.

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Event Attendance

* indicates a required field

Enter the predicted unique event attendee numbers below (only counting attendees once). This table is compulsory.

For each attendee type, provide an estimate of those who will reside in Nelson City (within NCC boundaries), plus the rest of New Zealand (includes Tasman and Marlborough regions) and Overseas. If your application is successful, these numbers will form part of your key performance indicators for your post event report, so ensure these are robustly researched.

- Attendee Type:
- Note that '**Spectators**' excludes friends and family that are accompanying a competitor/performer.
- '**Friends and Family**', are the supporters accompanying a competitor or performer.
- '**Support Personnel**' includes coaches and managers.
- '**Event Staff**' are all paid event staff (excluding volunteers)
- '**Volunteers**' are unpaid (may receive a meal or small gift for their contribution to the event).

Average hours committed - Estimate the average number of hours devoted to the event per attendee type. Include preparation time, attending event and travel to/from. Average overnight stay - Consider the attendees that choose to stay overnight in Nelson and estimate the average number of nights spent in Nelson. If you have data from previous years you can use the decimal place for this question, such as 1.5 nights.

Attendee Information

Attendee Type	Attendees from Nelson	Attendees from the rest of NZ	Attendees from Overseas	Average Hours Committed	Average Overnight Stay
Competitors or Performers					
Spectators					
Friends and Family					
Support Personnel					
Event Staff (excluding Volunteers)					
Volunteers					
Media					
	Must be a number.				

Total Attendees

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This number/amount is calculated.

How will you measure attendance numbers during the event? *

Word count:

Must be no more than 100 words.

Max 100 words

Upload any past event registration or ticketing data to support the estimated attendance in your application.

Attach a file:

Describe the demographics of your event attendees e.g. age range, spend level at the event (high, med, low), typical interests. *

Word count:

Must be no more than 200 words.

Marketing

* indicates a required field

How will you promote the event prior? *

Word count:

Must be no more than 200 words.

Will there be media coverage of the event? If yes, which media platforms or outlets?

Word count:

Must be no more than 200 words.

Consider how the event will generate national and/or international exposure for Nelson.

Is there any specific marketing support the Nelson Regional Development Agency could provide beyond featuring on the NelsonTasman.nz events page (via Eventfinda) and the Nelson Tasman Facebook Page?

Word count:

Must be no more than 100 words.

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Summarise your marketing approach and attach a Marketing Plan if available. *

Word count:
Must be no more than 200 words.

Attach Event Marketing Plan

Attach a file:

Outline the benefits offered to Nelson City Council if this event is supported. *

Word count:
Must be no more than 200 words.
e.g. NCC Brand Exposure, Destination content within Broadcast, Inclusion in MC Script.

The Nelson Regional Development Agency and Nelson City Council may be able to support the marketing of your event. Please outline briefly 3 key messages about your event we could communicate to both locals and visitors to the city. *

Word count:
Must be no more than 200 words.

Financial

* indicates a required field

Total Amount Requested *

Must be a dollar amount.
What is the total financial support you are requesting in this application?

If successful, what will you use the money for? *

Must be no more than 100 words.

How do attendees access the event? *

Ticketed Participant Entry Fee Koha/Donation Free Entry

At least 1 choice must be selected.

Outline the Entry and/or Registration Fees. Include pricing for Adults, Children, Students, Families and Seniors if applicable. Include administration and/or booking fees. *

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Word count:

Must be no more than 200 words.

What is the name of the ticketing platform or agent you are using? *

Is the ticketing revenue held in trust to protect the ticket holders if the event is cancelled? *

Yes No

Other

Please attach a detailed event budget (excluding GST) in Excel. It is recommended you use the provided Event Budget Template found at the link below.

This needs to include projected income and expenses, confirmed and/or potential sponsors (both cash and in-kind) including the amount applied for in this application. Please complete the second column to identify the portion of the expenditure or income made within Nelson City Council boundaries.

Where relevant please categorise income as follows:

- Central government funding
- Registration fees (competitors/participants)
- Site fees (businesses, partners etc)
- Commercial sponsorship
- Ticketing income
- Other income

[Event Budget Template - NCC Economic Events Fund](#)

Event Budget *

Attach a file:

Do you anticipate and significant non-tourism spend in Nelson as a result of the event? This relates to business-to-business transactions e.g. a gala dinner for the participants hosted by one of the event partners or sponsors.

Yes No

If you answered 'Yes' please provide more detail.

Word count:

Must be no more than 100 words.

If your funding applications is unsuccessful, will the event proceed?

Yes

No

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Has your organisation received funding from Nelson City Council previously? *

Yes

No

If you answered 'Yes' please provide more detail including the Year, name of the NCC Fund and the Amount.

Word count:

Must be no more than 100 words.

If the event is a regular event, do you expect it to become financially self-sustaining? If yes, how and by when? If no, what level of ongoing external support do you think will be necessary and where will it likely come from? *

Word count:

Must be no more than 200 words.

What is your organisation contributing to the event? For example, money or volunteer time. *

Word count:

Must be no more than 100 words.

Community Outcomes - Leverage and Legacy Opportunities

* indicates a required field

Community outcomes are important for a well rounded successful event. Tell us about the community benefits resulting from your event.

Is there one key legacy outcome for Whakatū Nelson City you foresee following your event? *

Word count:

Must be no more than 50 words.

Are there any leverage or partnering opportunities for your business/organisation, local clubs, community groups, businesses and organisations and the Nelson Regional Development Agency? Please describe these.

Word count:

Must be no more than 200 words.

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Are there other current priorities for Whakatū Nelson City that your event supports? For example, Sustainability and Environmental goals, City Centre Revitalisation.

Word count:

Must be no more than 100 words.

Will you be running any community engagement activities alongside your event? For example with, local iwi, Nelson Marlborough Institute of Technology, Schools, Sports Clubs, Arts Organisations, or the General Public in the city. Please describe these activations.

Word count:

Must be no more than 200 words.

Supporting Documentation

* indicates a required field

Business Plan Documents. Select and attach the following documents as applicable. *

- Business Goals and Objectives
- Project Plan including milestones and timeframes
- Organisation Structure

Attach a file:

Environmental Management Plan. Select and attach the following documents as applicable. *

- Waste Minimisation Plan
- Communications plan for how this will be communicated to employees, customers, suppliers, attendees and other stakeholders.
- Other environmental considerations and mitigation plans

Attach a file:

Please indicate which council resources/consents you will be applying for.

- Alcohol License
- Road Closure
- Traffic Management Plan
- Resource Consent(s) including light, noise, hours, placement and size of structures, parking.
- Building Consent if erecting a structure larger than 10m2
- Fire or Explosives Permit

If you need further support or information from NCC with the resource consent application process please indicate where you might need assistance.

Word count:
Max 100 words

Event Safety. Please attach a Draft Health and Safety Plan for the upcoming event or an example from when the event was previously delivered. *

Attach a file:

Have you considered all the relevant elements in the Nelson City Council 'Event Planning Guide'? *

Yes No

<https://venues.nelson.govt.nz/planning-an-event/event-planning-guide/>

Endorsement. If applicable to your event, attach a letter of endorsement from the national or international body.

Attach a file:

Declaration

* indicates a required field

To the best of your knowledge, does the organiser, or any of the team involved in organising the event, have any perceived, potential or actual conflict of interest in applying for or using Nelson City Council Funding? *

Yes No

If you have answered 'Yes' please provide details below.

What is a conflict of interest?

A conflict of interest could arise where you (the applicant) have a responsibility as a result of receiving council monies. This could affect another responsibility, duty or relationship you may also have. For example

- Personal or family relationships you have
 - With council or NRDA employees
 - With council or NRDA contractors
 - Organisations or persons that you will procure services from with the sponsorship monies
- Financial relationships
 - For example, investments that you have in entities that you will procure services from with the sponsorship monies

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- Employment relationships or memberships of clubs
 - For example, you intend to procure services with the sponsorship monies from your employer or a club you are a member of, who will then benefit financially from the arrangement.

For guidance on whether you have a perceived, potential or actual conflict as a result of applying for and using NCC Event funding you should consider the above matters. If in doubt you should declare the conflict.

Disclosure of interest

All applicants must disclose if a Nelson City Council elected member or employee, or their immediate family, has any interest or involvement in the event in any way. This should be outlined in the space provided on the application form. Any elected member involved can be present at any meeting where event sponsorship or funding is considered. However, they may not partake in the decision process. This disclosure of interest aligns with the Guide to the Local Authorities (Members Interests) Act 1968 and Non-pecuniary Conflicts of Interest 2004.

Confirmation

* indicates a required field

Privacy Statement. To the best of your knowledge, is the information contained in this application true and correct? *

Yes No

Name(s): *

Organisation applied for on behalf of: *

Date of Application: *

Must be a date.

Privacy

Any personal information that you provide in this form will be held and protected by the Nelson Regional Development Agency and Nelson City Council in accordance with the Privacy Act 2020. Our privacy policy explains how we may use and share your personal information in relation to any information in relation to any interaction you have with Council, and how you can access and correct that information. We recommend you familiarise yourself with this policy.

Successful applicants

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Once funding has been approved, all successful applicants will receive a funding agreement. This is a formal contract which outlines what is expected of event organisers, the amount of funding Nelson City Council is granting, and any in-kind support that the council will provide. The funding agreement will also outline the post-event reporting requirements for event organisers.

Terms and conditions of funding

- The Nelson City Council's Event Fund is capped. The council is not obliged to grant all its fund in any year, nor to carry over unallocated amounts to future years.
- Nelson City Council has the right to share application details with council-controlled organisations (CCOs), and to consult with them on applications.
- The applicant should detail in their application any actual or potential conflict of interest (including anything which might have the appearance of a conflict of interest) which could compromise the decision on the application or bring the process into disrepute.
- All applicants must disclose to Nelson City Council any other central government or local government 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 Nelson City Council's funding decisions in any improper or unethical manner (or in any way which might have the appearance of being so), nor attempt to solicit or garner non-public information from Nelson City Council or CCO sources which might provide an unfair advantage in the application process.
- Each applicant warrants that all information provided in relation to its application is true and correct in all material particulars, at all times, and is not misleading whether by omission or otherwise. Each applicant must disclose all matters likely to be material to Nelson City Council's consideration of its application or which might have a bearing on the outcomes the council expects to be delivered from the funding.
- If circumstances or information changes after making an application, or after the council awards funding, the applicant must immediately notify the Nelson Regional Development Agency.
- Each applicant consents to Nelson City Council carrying out due diligence on its application, including the organisations and personnel involved, and relevant track records. The applicant consents to Nelson City Council making due enquiries from third parties in this regard, and shall provide access to referees upon request.