

Nelson Events Marketing & Development Programme: Event Sponsorship Application Process – Signatory & Major Events

The aim of the *Nelson Events Marketing & Development Programme (NEMD Programme)* is to help develop distinct events that will provide significant economic benefits to the Nelson city, increase visitation in shoulder and off peak seasons and enhance the city's profile nationally and internationally. This programme has been developed to implement the *Nelson Events Strategy*.

The type of events this programme targets will have the ability to attract large numbers of participants or spectators from out of the region, achieve significant media attention and create vibrancy in the city in the shoulder or off-peak seasons.

The programme funds are for sponsorship, not grants, and both Nelson City Council and “*ItsOn*” are to be acknowledged as any other commercial sponsors would in terms of recognition and benefits. This will be negotiated on an individual basis. The programme will not underwrite any events.

Application Process

To apply for NEMD Programme support:

1. Check event meets all Application Requirements and demonstrates a strong synergy with the Guiding Principles.
2. Meet with the Events Marketing & Development Coordinator at Nelson Regional EDA to discuss your event and the fit with the sponsorship framework and the Nelson events calendar.
3. Complete Nelson Events Marketing & Development Programme Sponsorship Application form.
4. Prepare supporting documentation.
5. Submit application.

Note: All applications will be treated confidentially. Applicants must be available to provide additional information and attend an interview, if required.

Assessment Process

The assessment process will take a number of aspects into consideration including:

- The event concept
- Ability to meet all Application Requirements
- Synergy with the Guiding Principles
- Quality and completeness of the information provided
- Amount and type of support requested
- Fit within the Nelson events calendar

Application Requirements to be complied with:

- Applicant must be a Legal Entity, (e.g. an Incorporated Society; Trust or Association; or a Business recognised under the Companies Act 1993 (certificate or documentation of proof must be supplied))
- The event must aim to become a regular occurrence
- The event has not received funding by the Nelson City Council by some other means for the same purpose
- The event has documented support from other appropriate key agencies and sponsors, and/or is financially sustainable in its own right.
- Applicant must acknowledge that sponsorship may be tagged to specific activities such as targeted promotions, marketing and/or event/business development
- Applicants must agree to set targets, monitor results and report back as agreed and may be required to use Economic Impact Assessment tools and processes at the conclusion of the event
- Applications must be submitted at least six months prior to the start of the event.
- The following are not eligible for sponsorship: conferences, symposiums, conventions, seminars, workshops, political events.

Guiding Principles – Events should have synergy with the following:

- **Economic Impact** - the event increases the number of visitors attracted to Nelson City during shoulder and 'off season' periods, therefore providing incremental economic impact.
 - Low visitation period is from 1st March to 30th November.
 - Desirable return on investment would be in the region of 20:1
- **Seasonality / Timing** – the event is held during shoulder or 'off season' periods, from 1st March to 30th November.
- **Impact on Nelson Profile** - the event lifts the status, awareness or profile of Nelson as a destination through national and/or international event marketing, participation and/or media exposure and helps to reinforce the city's identity.
- **Impact on Identity** – the event showcases Nelson's distinctive identity, reinforcing the city's special features, characteristics and points of difference. Events that are exclusive to Nelson are desirable.
- **Fit with Target Markets** – the event's target markets are relevant for Nelson and/or align with the Regional Visitor Strategy.
- **Impact on environment** – the event has a positive or neutral impact on the environment and a sustainability policy has been prepared.
- **Evidence of event organiser/lead agent capabilities**
- **Future impact and viability** – the event has a strong likelihood of being a success and continuing to grow substantially in the future.
- **Located within Nelson City** – The event takes place within the Nelson City boundaries.

Application Form and Supporting Documentation

All proposals must be submitted in writing using the *Nelson Events Marketing & Development Programme Sponsorship Application form*.

The following documents should be submitted at the same time. **Please note:** lengthy documents are not required, provided these plans have been well thought out and the necessary information is provided.

- **Business Plan** – this should include event goals and objectives, project plan, projected budget overviews, organisation structure and responsibilities
- **Marketing & Promotions Plan** – this should include marketing objectives, target markets, marketing strategies, marketing & promotions budget
- **Draft Event Budget** – this should include all revenue sources and expected income balanced with expenditure, profit & loss forecasts, cash flow projections, a list of confirmed and potential sponsors, both financial and in-kind
- **Sustainability Policy** – this should include waste minimisation plan and targets, plans for complying with relevant environmental legislation and regulations, communications plan
- **Certificate or documentation confirming legal entity**
- **Resources and Consents** – this should include a plan of what resources and consents may be required from the Police or Nelson City Council in order for your event to proceed, including but not limited to alcohol license, road closures, traffic management plan, resource consents (re: noise, lighting, hours, placement and size of structures, parking), building consent (if erecting any structure larger than 10m²), and fire / explosives permit.
- **Relevant Document's showing evidence of event organiser's capabilities and past successes** (optional) – this may include references, past financial statements, post-event research and attendee surveys

Applications and supporting documentation can be sent to:

Email: **events@eda.co.nz** OR Post: Events Marketing & Development Coordinator
Nelson Regional Economic Development Agency
PO Box 370, Nelson 7040

For further enquiries, please contact Events Marketing & Development Coordinator on (03) 923 2055 or events@eda.co.nz.

Approval Process

Once applications are received and have been reviewed, they are put forward to the Events Management Committee to be assessed. The Events Management Committee comprises representatives from the Nelson City Council, Nelson Regional Economic Development Agency and Nelson Tasman Tourism.

All applications will be treated confidentially throughout the assessment and approval process.

Sponsorship approval levels are as follows (figures exclude GST):

- Up to \$25,000 = Events Management Committee sign-off
- \$25,001-\$50,000 = Nelson City Council CEO sign-off required
- >\$50,001 = Nelson City Council Governance Committee sign-off required

The applicant will be informed of the committee's decision within 8 weeks of submitting their application, or 3 months if NCC Governance Committee sign-off is required. A representative from the Events Management Committee or Nelson Tasman Tourism may contact the event organiser if more information is required.

If an application is successful, the Events Management Committee will inform the event organiser of the level of sponsorship provided and how the sponsorship is to be used. Appropriate formal acceptance of these arrangements will be required.

Terms & Conditions of Sponsorship

On submitting their application, the event organiser agrees to the following terms and conditions:

If their application is successful:

- Funds will be transferred to the event bank account upon successful completion of the event, unless formally agreed in advance by the Events Management Committee (EMC), in which case a portion of funding may be provided earlier.
- Funds will be utilised as in the conditions outlined by the EMC.
- The applicant will comply with all sponsorship requirements as outlined by the EMC.
- The applicant will comply with all legislative & EMC requirements relating to the preparation and delivery of the event and event plans, including obtaining all necessary permits and approvals.
- The applicant will comply with meeting, monitoring and reporting requirements as outlined by the EMC.
- The event will not be transferable out of Nelson for a minimum period of three years after sponsorship has been provided.

Support and funding for other events

It is acknowledged that smaller community-based events are valuable in terms of community engagement and specific funding options are available for these. Funding may also be available for events which fall outside the requirements outlined above – for more information on grants and other sources of funding, please refer to the event organisers handbook.

The Event Organisers Handbook is a valuable source of information and is available on www.itson.co.nz in addition to the Event Planning Directory. For more information, please contact Anne Smith, the Events Marketing & Development Coordinator on (03) 923 2055 or events@eda.co.nz.