

# Business Event Application Form

## Step 1: Event and Organiser Details

Company/Organisation \_\_\_\_\_

ABN / ACN \_\_\_\_\_

Address \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact phone \_\_\_\_\_

Contact Email \_\_\_\_\_

Event name \_\_\_\_\_

Proposed venue(s) \_\_\_\_\_

Proposed start date \_\_\_\_\_ Proposed end date \_\_\_\_\_

**Description of Event**

**Key Stakeholders / Partners**

**Event Website** \_\_\_\_\_

**Amount of Sponsorship Sought (\$)** \_\_\_\_\_

## Step 2: Previous Event Economic Data

If this is a new event proceed to Step 3

Where was the event last held \_\_\_\_\_

When was the event last held \_\_\_\_\_

Total number of delegates/attendees \_\_\_\_\_

When the event was last held, complete the following information:

	Local	Out of region Intrastate	Interstate	International
<b>No. of Attendees</b>				
<b>Est. Length of Stay</b>	N/A			

Please provide previous post event report

## Step 3: Proposed Event Economic Data

Estimated number of delegates: \_\_\_\_\_

What is the expected origin and expenditure for attendees:

	Local	Out of region Intrastate	Interstate	International
<b>No. of Attendees</b>				
<b>Est. Length of Stay</b>	N/A			
<b>Est. Average Daily Expenditure</b>				

When calculating expenditure please consider all expenditure per person while attending Newcastle

## Step 4: Marketing and Communications Plan

Submit a copy of your proposed Marketing and Communications Plan, inclusive of any proposed media coverage and distribution prior to and of the event.

## Step 5: Strategic Alignment

Provide examples of how the event aligns with the 2030 City of Newcastle Community Strategic Plan.

<https://www.newcastle.nsw.gov.au/Council/Our-Responsibilities/Newcastle-2030>

## Step 6: Event Budget

Please include a copy of event budget of anticipated expenditure and revenue, including:

- Breakdown of exhibitor fees
- Revenue from registrations
- Sponsorship or Grants secured
- Sponsorship or Grants applied for / pending

*A Budget Template is available on the Events Sponsorship Page for your use if required.*

<https://www.newcastle.nsw.gov.au/Community/Grants-Sponsorships/Events-Sponsorship>

## Step 7: City of Newcastle Recognition

Please provide description of the method of how the City of Newcastle sponsorship will be acknowledged, as well as examples of any unique opportunities to recognise the support provided by City of Newcastle.

## Step 8: Insurances

Submit a copy of the current certificate Public Liability Insurance that is to cover the event.

## Step 9: Submission

Thank you for completing the Business Event Application Form, and for your interest in holding an event in the City of Newcastle. Please forward the completed form, with all required attachments, to: [esp@ncc.nsw.gov.au](mailto:esp@ncc.nsw.gov.au)

*Please note that provision of information through this form will be used for the assessment under the Events Sponsorship Program, and application does not guarantee support from the City of Newcastle.*