

General Event Application Form

Application form to be used for sponsorship requests of \$5,000 or less

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 _____

Type of Event:	Sport/Recreation	Arts/Culture	Entertainment
	Commercial	Community	
Style of Event:	Spectator/Attendee	Participation	Both

Description of Event

Please provide a summary of the event, including the unique proposition for the event, program of proposed activities, and the organisational structure for event delivery.

Key Stakeholders

Examples - local councils, sponsors, land / venue owners, community organisations

Is this a ticketed event Yes No Both

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 event attendees _____

Please provide brief summary on performance/history of the event:

For the last time the event was held, complete the following information:

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

Step 3: Proposed Event Outcomes

Estimated number of event attendees: _____

Expected origin of event attendees:

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

Additional comments in relation to the economic benefit of the event for the City

Step 4: Local Engagement

Provide examples of how the event positively engages local businesses and the community

Step 5: Marketing and Communications Plan

Please provide a copy of the event Marketing and Communications Plan. Alternatively provide a brief summary of key marketing and communication items for your proposed event.

Step 6: 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 7: Event Budget

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

- Breakdown of private sector contributions
- Revenue from ticket sales (if applicable)
- Sponsorship or Grants secured
- Sponsorship or Grants applied for / pending
- Estimated expenditure break down

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 8: 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 9: Insurances

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

Step 10: Submission

Thank you for completing the General 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

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.